



# South Coast Transit Plan



**May 26, 1998**

**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
**SOUTH COAST TRANSIT PLAN**  
**MAY 26, 1998**  
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## **EXECUTIVE SUMMARY**

In a departure from their past practice of building more roads to relieve traffic congestion, local governments are looking to public transit as a solution to traffic impediments. An expansion of the public transit system is identified in the goals and objectives of transportation plans developed by regional and local agencies.

The mission of the Santa Barbara Metropolitan Transit District (MTD) is to provide basic mobility for the transit dependent, those without access to, or unable to use a car for transportation around the South Coast. Expanding the role of MTD to attract new riders away from the comfort and convenience of their cars will expand the mission. However, it cannot be accomplished without the support of the community.

This South Coast Transit Plan (SCTP) identifies what resources are necessary for MTD and the community to meet this new mission. The plan proposes restructuring the current MTD service to make it more convenient and add new service and enhancements to attract the non-traditional transit user. The cost and funding of new buses, bus operations, and enhancements are addressed in the plan.

It is a comprehensive plan comprised of three parts. The first part describes the MTD, how it is organized and funded and what it has accomplished, followed by the MTD mission for the 21st Century. The section concludes with a summary of the transit goals and objectives from documents prepared by regional and local government agencies. The agencies' expectations for MTD provided services are of particular importance.

Part Two is the focal point of the SCTP. It outlines a transit plan for each of the local communities served by MTD. The proposed service offers convenient, small, quiet electric buses linking residents to shopping and jobs. New, frequent express service connects shoppers and commuters to the far reaches of the South Coast offering travel time competitive with the automobile.

For the City of Santa Barbara, the plan provides crosstown shuttles linking the Eastside and Westside, a new direct route from the Westside to La Cumbre Plaza, and a new Mesa loop featuring ten minute bus trips to the heart of downtown. Restructured Cottage Hospital service and expansion of the Downtown-Waterfront Shuttle service complements the neighborhood service, effectively forming a grid of the downtown. A new transit corridor running parallel to the entire downtown area (southbound on Anacapa, and northbound on Chapala Street) places shoppers and commuters from Goleta and Carpinteria at the doorstep of jobs and shopping. Expanded express lines connecting Santa Barbara directly to downtown Goleta, the Camino Real Marketplace, Fairview Center, and Carpinteria offer fast and direct service not currently available.

With the likely relocation of the adjoining Greyhound Bus station, the Carrillo Hotel redevelopment, and the completion of Saks Fifth Avenue, the MTD Transit Center is

amidst many changes. Furthermore, the City of Santa Barbara is considering significant expansion of the public parking facility (Lot 3) adjacent to the Transit Center. While the Transit Center has served a vital function for over 25 years, its role clearly can be changed in order to support and enhance these potential improvements. To meet the parking need and serve as a centerpiece for downtown service, the MTD proposes the construction of a new dual purpose parking/transit structure (referred to as the “Downtown Pavilion” in the SCTP). The Downtown Pavilion is a vital part of improving circulation throughout the new transit corridor as it preserves a transit presence in the heart of downtown, promotes alternative transportation, and provides new amenities for the area. (An artist’s rendering of the Downtown Pavilion is shown in an appendix of the SCTP).

Augmenting the Downtown Pavilion are strategically located enhanced bus shelters. These will be placed along the transit corridor and in Santa Barbara neighborhoods. The proposed shelters will be attractively designed and well lit, offer comfortable seating, detailed route and schedule information as well as an MTD information phone line. An example of such a shelter is illustrated in the sketch enclosed with the Downtown Pavilion drawing. These shelters will draw attention to transit availability, ease of use, and the desirability of traveling on a city bus.

In Goleta, the SCTP provides restructuring of current trunk and express routes with more frequent and wider spans of service. This is to accommodate transit needs created by the Camino Real Marketplace. New shuttle service connecting Isla Vista and Fairview to the Marketplace, Old Town to the Airport and UCSB, a feeder linking Winchester Canyon and Ellwood to the Marketplace and the Hollister Industrial Center will focus on shopper, commuter, and youth activity circulation needs at the Camino Real Marketplace and surrounding recreational facilities. Patterson/Turnpike neighborhood shuttles will serve both close-in shoppers and commuters and connections to expanded trunk and express service. New Goleta express service will open transit opportunities between Goleta and Carpinteria, the Santa Barbara Westside, and, between Fairview and Downtown Santa Barbara.

For Carpinteria, neighborhood shuttle service is proposed as a primary travel mode for shopping, the beach, and connections to expanded trunk and express service. A noontime shuttle will furnish the Mark Avenue Industrial Complex workers with convenient service providing lunch time access to Downtown Carpinteria. A restructured Carpinteria/Santa Barbara Express and a new express route to Downtown Goleta and the Camino Real Marketplace provide a transit incentive which does not currently exist.

Montecito service will be improved by restructuring the current Line 14 to shorten trip time and the addition of shuttle service connecting the San Ysidro/Sheffield loop to Coast Village Road and trunk line service.

A transit solution requires an investment by the community. This will be a sound investment considering the MTD past performance in providing a cost effective product

for taxpayers. MTD, for the eighth year in a row, was ranked the most cost effective transit operator in California and in the top ten nationwide. MTD has the lowest subsidy rate of any transit district in the state. Fares cover nearly half of its annual operating cost, far and above the 22% statewide average. The investment in the SCTP is expected to yield a reduction of 3.7 million automobile trips annually on South Coast roads.

Implementation of the SCTP requires new buses: 41 electric and 10 clean-burning diesels, at a cost of \$13.3 million. The annual cost to operate the service, over and above current service, is \$9 million. Additionally, \$13.4 million is required for the Downtown Pavilion, shelters, and other transit enhancements. These costs are in terms of 1998 dollars.

As the federally designated Metropolitan Planning Organization (MPO), the Santa Barbara County Association of Governments (SBCAG) is the conduit for local and regional transportation funding. SBCAG plans, selects, and approves all projects funded from various federal, state, and local sources. There are sufficient funds to underwrite the SCTP, if the community chooses to redirect funds traditionally used for other purposes.

With respect to funding mechanisms, local sources from the Redevelopment Agency (RDA) and Parking and Business Improvement Area (PBIA) funds, and Federal funds authorized by Congress under the Intermodal Surface Transportation Efficiency Act (ISTEA) are eligible for capital equipment procurements. Congestion Mitigation and Air Quality (CMAQ) funds authorized by ISTEA are eligible to underwrite nearly 90% of transit operating costs for up to three years for projects meeting emission reduction requirements. The three year period acts as a demonstration phase allowing the effectiveness of the service to be evaluated and adjusted as required. Virtually all of the SCTP projects qualify for CMAQ funds.

MTD and local authorities can work together in developing funding strategies. ISTEA and local funds are sources for bus procurement and transit enhancements. Fare revenues and CMAQ funds together are sources to fund operating costs for the first three years. When combined with MTD fare revenues, Measure D is a source for funding subsequent years of operation. Accordingly, the following is suggested as a funding strategy:

<u>(Dollars in Millions)</u>		
	<u>Source</u>	<u>Amount</u>
Capital:		
Bus Procurement	ISTEA	\$13.3
Enhancements	ISTEA/Local	<u>13.4</u>
		\$26.7
Annual Operating:		
1st 3 Years	Fares	\$1.8
	CMAQ/Local Share	<u>7.2</u>
		\$9.0

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Subsequent Years	Fares	\$4.1
	Measure D/Local	<u>4.9</u>
		\$ 9.0

The SCTP suggests priorities for a phased implementation of service. The phasing considers immediate transit or traffic mitigation needs, the potential for attracting new transit riders, and timing of the service to future development in the region.

Finally, part Three of the SCTP defines in detail the improvements required of current MTD service and additional new service. The detailed assessments in this section are the basis for the recommended service in part Two.

It is important to bear in mind that the SCTP is not a mandated government document. Instead, it serves as a blueprint for the future of transit on Santa Barbara County's South Coast. It is a "living" plan, not inflexible but responsive to the community's desires. This plan can further the dialogue that will lead to positive action to bring about an effective transit solution.

# INTRODUCTION

What does transportation mean to you? For most of us, it evokes the daily routine of going to work, school, or recreation. Yet it is more. Our transportation choices affect the communities we live in. And while we are fortunate to live in a community where gridlock and air pollution are not yet part of the daily commute, our area faces challenges that are increasingly related to congestion and air pollution.

The Santa Barbara Metropolitan Transit District (MTD) was created in 1968:

*“...in order to meet the public transit problem of the area...[and]...to develop a single transit system to protect the public interest and welfare.”<sup>1</sup>*

MTD’s service area is the southern coastal region of Santa Barbara County, from Carpinteria to Winchester Canyon, popularly known as the South Coast. Currently, over 10,000 residents per day choose the MTD as their transport option. As we near the 21st century, we have a unique opportunity before us to create a balanced transportation system for our area, a “community” transportation plan that can preserve the quality of life we cherish by allowing true transportation choices.

The South Coast Transit Plan (SCTP) is a plan of action for the community of Santa Barbara. It is not a required government document; no one is mandating that MTD write the plan. It is written because the community is telling MTD it wants to reduce reliance on the automobile for mobility needs. The plan is a blueprint for the 21st century, composed of eight chapters, each examining the central themes of what we have done, where we can go, and how we can get there.

## STRUCTURE OF THE SOUTH COAST TRANSIT PLAN

The plan is organized into three parts:

**Part One** is the Purpose of the SCTP. This describes the events leading to the need for a South Coast Transit Plan, from the current role of MTD to the growing expectations for mass transit in the community. *Chapter One* defines the Santa Barbara Metropolitan Transit District (MTD) as it is today: its history, organizational structure, synopsis of current service, funding, and accomplishments. *Chapter Two* focuses on MTD’s mission for the 21st century, the transition from a public agency that provides basic mobility to one seeking to attract new riders from the comfort and convenience of their car. *Chapter Three*, Summary of Regional Government Expectations, explores community goals for expanded transit service as stated in public planning documents and policies.

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<sup>1</sup> California Public Utilities Code (Sections 95000 through 97100), 1965.



**Part Two** presents the South Coast Transit Plan. *Chapter Four* describes the service and costs required to achieve the desired transit system. It incorporates recommended improvements to current MTD service and a compendium of new service collectively designed to meet community goals for a balanced system. *Chapter Five* focuses on Transit Enhancements, the infrastructure to facilitate public transit in terms of convenience, comfort and ease of use. *Chapter Six* ranks the priorities for implementing the South Coast Transit Plan and explores the funding sources proposed in order to implement the plan.

**Part Three** reflects the Basis for the Plan; included are the steps leading to its development and the process for determining the extent of improvements needed for transit to compete as a viable option to the automobile. *Chapter Seven* defines the improvements required of current MTD service and *Chapter Eight* the additional, new service required. Each chapter includes the service areas and activity centers to be served, inherent benefits, and costs, including the capital cost for new equipment and the operating cost to run the service. These two final chapters formulate the recommended service plan presented in chapter four.

Detailed information supporting system costs and calculations reflecting the anticipated traffic reductions are provided in Appendix 1 and 2 respectively. Appendix 3 contains conceptual study sketches of the Downtown Pavilion and enhanced bus shelters described in Chapter Five. Appendix 4 includes a glossary of commonly used acronyms and terms.

Reading the South Coast Transit Plan will inform you as to the choices that are available regarding balanced transportation -- letting you have a voice in determining the optimal transportation plan for our region.

# **CHAPTER ONE**

## **THE MTD**

The MTD is a public agency subject to the same rules and regulations as any governmental body. Many labels are applicable to MTD: local public entity, local government, special district, and public transit operator are the most common. MTD is not a proprietorship, corporation or non-profit organization. There are no income taxes or shareholders. Its owners are the citizens who invest in the "company" through the payment of taxes.

This opening chapter of the South Coast Transit Plan (SCTP) defines the MTD as it is today: an agency created to insure that public transit is available to serve the needs of the transit dependent<sup>2</sup>. Included are: a brief history of the MTD, its organizational structure, a synopsis of current service, funding sources, and a summary of MTD accomplishments. Later chapters define the service and investments required in order to transition MTD from an agency serving basic mobility needs to one that accommodates the community's desire to reduce its reliance on the automobile.

### **HISTORY**

The Santa Barbara Metropolitan Transit District (MTD) was founded by a group of community leaders in response to Santa Barbara's growing need for reliable public transportation. The private bus company that preceded the MTD was failing, prompting community leaders to call for and create a public transit district. This occurred in 1968 following the majority passage of a ballot measure. The legislative authority for the formation, and the organization and powers of MTD (including its ability to levy property taxes) are vested in the California Public Utilities Code (Sections 95000 through 97100).

At its inception in 1969, the MTD operated twelve buses with nineteen employees from a new Cota Street terminal, serving 300,000 passengers in its first year. The passage of the Transportation Development Act in California in 1971, an amendment to the Urban Mass Transportation Act in 1973, and locally approved property tax revenue provided subsidies which permitted the MTD to increase its fleet from 12 to 62 buses by 1978. MTD's annual ridership increased to almost 5 million in that short time. MTD's Transit Center at 1020 Chapala Street opened in 1974 to provide passenger information service and to serve as a "hub" for the different bus routes. The inability to acquire sufficient adjacent space surrounding the Cota Street terminal led to building an additional terminal at Overpass Road in Goleta in 1978 to accommodate MTD's rapid expansion.

During the 1980's MTD's fleet further expanded with the acquisition of fifteen 35' Gilligs in 1981; twenty 40' Gilligs in 1984; and twenty 30' Villagers in 1987, bringing

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<sup>2</sup> Those who rely on public transit, as opposed to the automobile, as their primary mode of transportation.

the diesel fleet total to 73. Beginning in 1989, the MTD worked with the City of Santa Barbara and the business community to implement a transportation program for the Downtown/Waterfront area amenable to shoppers and tourists in order to relieve congestion. The product was the battery electric shuttle bus. The shuttle, designed and built in Santa Barbara, propelled MTD to the forefront of modern electric bus technology. In their first year of service (1991), ridership on the electric shuttles versus the previous diesels increased from 100,000 to 1,000,000 passengers. Since 1991 the Downtown-Waterfront fleet has grown from two electric shuttles to ten.

The overall MTD fleet size is currently 81 buses (18 electric, including one diesel converted to electric, and 63 diesels). MTD now employs more than 170 employees, and carries nearly seven million passengers annually. Plans are underway for the construction of a consolidated facility at the Cota Street location in 1998 following the recent acquisition of surrounding properties. Construction of this facility should allow the MTD to further increase efficiency and reduce costs as both the diesel and electric fleets will be housed at the same location. The consolidation will coincide with the arrival of 28 new low-floor, 40' electronically controlled diesels which will replace 23 aging diesels.

## **MTD ORGANIZATIONAL STRUCTURE**

The MTD organizational structure is comprised of a Board of Directors, a General Manager and six functional departments reporting to the General Manager.

### MTD BOARD OF DIRECTORS

Ultimate authority over MTD rests with its Board of Directors. Section 95400 of the PUC Enabling Act states that:

"The government of the district shall be vested in a board of five members. Two...shall be appointed by the [Santa Barbara County] Board of Supervisors...Two shall be appointed by the [Santa Barbara] City Council...The four directors so appointed shall choose and appoint the fifth director."

The Act further stipulates that director terms shall be for four years; that members of the board must be residents of the MTD service area during and for at least one year prior to board appointment; that a simple majority of the members (i.e. a minimum of three) constitutes a quorum; and that a majority affirmative vote is required for adoption of all board motions, resolutions or ordinances.

### GENERAL MANAGER

The top executive post at MTD, designated by the Public Utility Commission (PUC) as the General Manager, is appointed by the MTD Board of Directors. The General Manager, who reports directly to the Board, also serves as the MTD Treasurer. Like the Board of Directors, the General Manager is considered an officer of MTD, although the

position is not eligible to cast a vote in any Board decisions requiring such action. The duties of the General Manager are vested in Section 95520 of the PUC, which states:

"[The General Manager shall] have full charge of the acquisition, construction, maintenance, and operation of the facilities of the district, and also of the administration of the business affairs of the district."

#### DEPARTMENTAL STRUCTURE

MTD is composed of six functional departments: Operations, Maintenance, Transit Development, Marketing, Data Communications and General Administration. Other than the General Manager, executive management is made up of six individuals with the titles of Assistant General Manager/Operations Manager, Manager of Maintenance, Manager of Transit Development, Manager of Marketing, Manager of Data Communications and Assistant General Manager/Controller.

The Assistant General Manager/Operations Manager is in charge of operations (drivers and road supervision), personnel, risk and safety. The Manager of Maintenance oversees MTD mechanics, buildings, grounds and equipment and revenue fleet maintenance. The Manager of Transit Development is responsible for planning and scheduling. The Manager of Marketing is responsible for public information, communications, advertising and educational programs. The Manager of Data Communications is responsible for Management Information Systems and network administration. The Assistant GM/Controller as the Chief Financial Officer, is the head of all financial functions as well as civil rights, and federal grants management.

#### **SYNOPSIS OF CURRENT SERVICE**

MTD currently supplies community transportation to the South Coast population with *fixed-route, fixed-schedule* service on 26 bus lines. MTD serves the transit dependent as well as "choice" riders. The transit dependent are the elderly, disabled, students and those in lower income brackets with no other means of transportation. Choice riders are commuters, students and shoppers who have other transportation options but choose to use transit. In addition, MTD provides service to the City of Santa Barbara for the Downtown-Waterfront and Commuter Parking Lot Shuttles, and UCSB with the Associated Students/UCSB Shuttle. All of MTD's service meets mandates imposed by the Americans with Disabilities Act and is fully accessible.

Charter, school or demand-response transit service is not provided directly by MTD. MTD does not supply school bus services. Service to schools is limited to the extent that booster or "tripper" buses are added to regular routes just before and after school hours to alleviate passenger overloading. With respect to demand-response service for the elderly and handicapped, MTD provides an annual subsidy of approximately \$100,000 to Easy Lift Transportation, the non-profit paratransit operator in the South Coast in addition to 5% of TDA/LTF described later in this chapter.

MTD buses operate 363 days per year with no service provided on Thanksgiving or Christmas Day. Weekday service starts at 5:15 A.M. and continues throughout the day until just after midnight, during which 561 hours and 7,861 miles of revenue service are provided. The number of vehicles on the road maximizes in the mid-afternoon when the peak loads require 61 buses, 75% usage of MTD's total revenue fleet of 81 vehicles. Service is decreased on weekends as demand lessens with 28 buses in service on Saturday and 22 on Sunday.

The Downtown-Waterfront Shuttle and the Commuter Lot Shuttle are provided by MTD under separate agreements with the City of Santa Barbara; each includes a payment to MTD as a “buy down” of the fare. The City goals are evaluated and updated as required during the annual renewal of the agreement. Presently, there is a 25¢ fare on the Downtown-Waterfront shuttle, and the fare is free during weekdays to those commuters who are paying the City a monthly fee to use the two City commuter parking lots.

The total service delivered by MTD, which is measured in *revenue hours* and *revenue miles*, increased steadily during the early years after formation as a district in 1968. Annual revenue hours peaked in fiscal year 1990/91 at 175,000 hours; annual revenue miles recorded its highest level in 1989/90 at 2.3 million miles. Over the past 10 years, revenue hours have fluctuated in the 150,000 to 175,000 range, depending on the amount of available financial resources each year. Figure 1-1 provides a ten year history of revenue hours and ridership. With the exception of 1990 and 94, ridership has steadily increased. The downturn in 1990 reflected the effect of a fare increase from 50 cents to 75 cents. In 1994 MTD responded to a perceived need by local policy makers for more commuter routes in Goleta. This required restructuring of then existing lines. While aiding commuter needs, the restructured lines adversely affected others on shorter trips. Passenger dissatisfaction was evident by the drop-off in ridership. The commuter lines were subsequently revised to accommodate shorter trip needs and the lost ridership was ultimately regained.

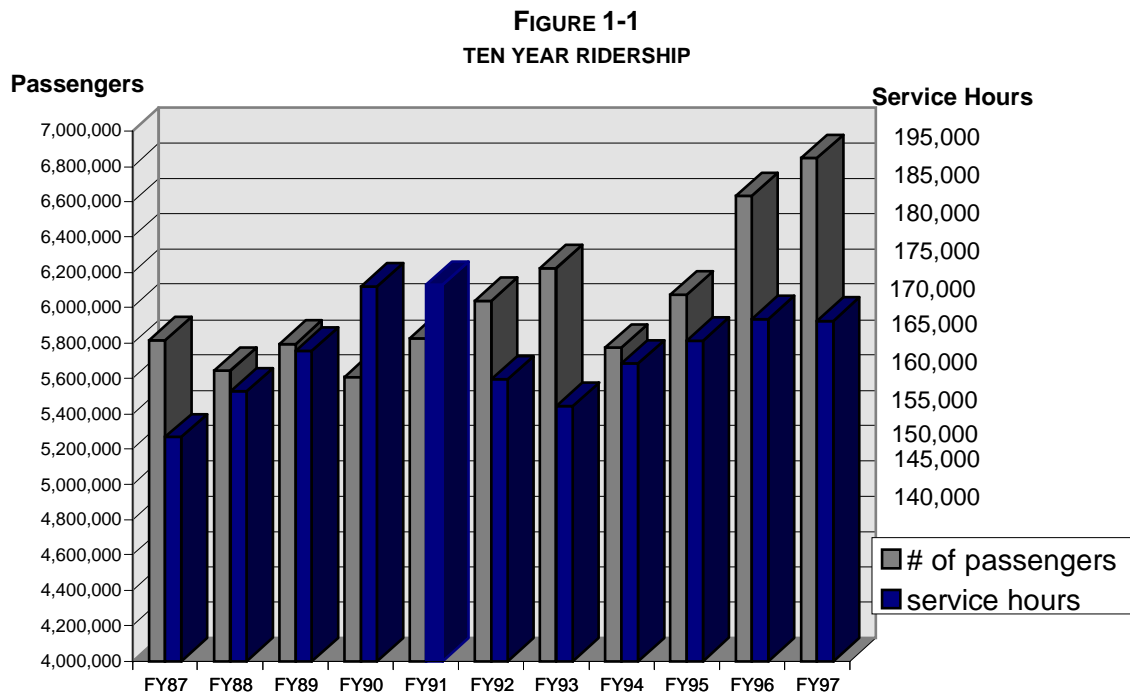
Bounding back from the customer dissatisfaction with commuter oriented service, 1995 saw a ridership growth of nearly 300,000, based on expansion of service to Santa Barbara City College (SBCC) and implementation of a new bus pass program at the college.

After holding the line on fares for eight years, the MTD implemented a fare increase in September 1996, raising the regular fare from 75 cents to one dollar<sup>3</sup>. While the Simpson Curtin formula (a well established study of fare elasticity on ridership) predicted that ridership would drop by some 13%, MTD's ridership actually rose over the one year period from September 1996 to 1997. System ridership for 1997 was the highest in MTD history.

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<sup>3</sup> The fare increase also affected senior/disabled fares, which increased from 50 to 75 cents; and K-12 student fares, which increased 60 to 75 cents.

Despite the increase in ridership, revenue hours have remained fairly constant after peaking at 175,000 in 1990 and 91. While this is seen as a positive result of effective planning and rider acceptance, it is beginning to tax the capacity levels of the



current fleet. The problem is exacerbated by the ever increasing number of high school and college riders during peak hours. Every available bus is on the road during these periods. The need for more buses and increased service is borne out by the results of the September 1996 fare increase. Rather than dropping off as predicted by the Simpson Curtin formula, overall ridership is up, leading MTD to expect serious peak hour capacity problems in the near future.

## FUNDING

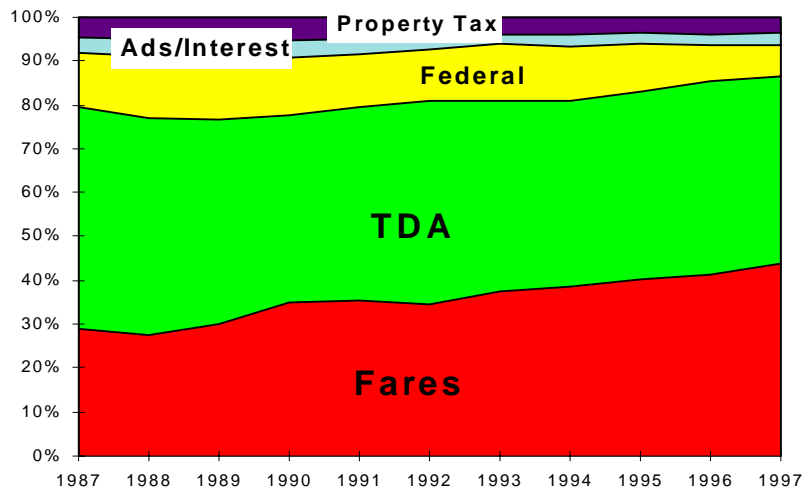
This section will examine the types of funding the MTD receives to provide its current service, while also describing emerging funding hazards as well as potential funding opportunities. As the public transit provider for the South Coast area, the MTD funding consists of:

- Directly generated revenue; and
- Subsidies from federal sources, state sales tax, and local property tax.

The revenues received by the MTD are designated in two distinct types: **operating** (used for running buses) and **capital** (used to purchase buses, equipment, etc.). Operating revenues are relatively steady from year to year, while capital revenues can fluctuate

depending on major procurement schedules. The distribution of operating revenue for the past ten years is shown in figure 2-1 below.

**FIGURE 2-1**  
**TEN YEAR OPERATING REVENUE**



#### DIRECTLY GENERATED REVENUES

Directly generated revenues are restricted to those over which MTD retains primary control. The majority of these funds come through the provision of transit services (i.e. farebox revenue) and fare contracts with UCSB and Santa Barbara City College. Less significant sources include advertising revenue and interest earnings. As the Figure indicates, passenger fares progressively play a larger role in MTD's system operations.

#### SUBSIDIES FROM FEDERAL SOURCES, STATE SALES TAX, AND LOCAL PROPERTY TAX

##### **FEDERAL SUBSIDIES**

MTD receives federal subsidies administered by the Federal Transit Administration (FTA). The subsidies are provided through grant programs for transit *operating assistance* and *capital expense*.

Operating Assistance Revenue -- Sources include: 1.) a block grant program in which allocations are based on a formula program<sup>4</sup> which takes into account population, population density and level of existing service, and 2.) Congestion Mitigation and Air Quality (CMAQ) funds. CMAQ funds are made available through the Intermodal Surface Transportation Efficiency Act (ISTEA), signed into law in 1991 for the purpose of improving transportation nationwide.<sup>5</sup> CMAQ funding may be used for a variety of

<sup>4</sup> Urbanized area formula (section 5307) programs.

<sup>5</sup> ISTEA apportioned CMAQ funds for six years (FY 91/92 to 96/97). Reauthorization beyond those years is pending Congressional approval.

projects and programs designed to reduce vehicular emissions. The Santa Barbara County Association of Governments (SBCAG)<sup>6</sup> awards CMAQ funds based on their evaluation of project nominations submitted by competing local agencies. Since the inception of ISTEA, MTD has received operating assistance for three programs: Isla Vista/City College Express, Extension of Shuttle service to Coast Village Road, and the Mesa/UCSB Express. Funding has expired on all but the Mesa/UCSB Express, which is in its final funding year.<sup>7</sup>

Capital Expense Revenue -- These funds are allocated on either a discretionary or formula basis. As a discretionary source, the funds are limited to capital project expenditures only. While formula funds may be used on capital projects, it has been MTD's practice to apply these funds to operating needs.

#### **STATE SALES TAX**

Nearly half of MTD's revenue comes from locally generated sales tax under authority from the California Transportation Development Act (TDA). TDA is composed of two major sources for funding transportation: the Local Transportation Fund (LTF) and State Transit Assistance (STA). MTD is entitled to 53% of the county total based on the population served in the South County.

The LTF derives its revenue from 1/4 cent of the state sales tax collected on each dollar of retail sales. The LTF is perhaps the most important source of subsidy for MTD due to its stability and the level of revenue that it provides. The STA fund uses sales tax on gasoline and diesel fuel sold within the State as its revenue base.

#### **LOCAL PROPERTY TAX**

MTD levies local property taxes. When MTD was formed as a public agency, the California Public Utilities Code authorized use of property taxes of 10 cents per \$100 to help fund costs. MTD chose not to levy the maximum allowable rate, and requested only 2.5<sup>8</sup> cents per \$100 of assessed value from South Coast property tax collections until 1977 and the passage of Proposition 13, which limited the growth of taxed assessed values to 1% per annum and reduced its share.

#### **FUNDING HAZARDS**

In recent years, state and federal funding for mass transit has either declined or been in jeopardy. While we have averted recent attempts to raid TDA funding, a reduction in the MTD's federal operating subsidy of \$300,000 was experienced in 1996 and 1997 respectively. Further, the MTD experienced a 37% loss of its locally approved property tax funding when this funding was shifted to the school system.

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<sup>6</sup> SBCAG members include the five County Supervisors and the Mayor or Councilmember from each of the seven cities in Santa Barbara County.

<sup>7</sup> The use of CMAQ funds for operating assistance is limited to three years.

<sup>8</sup> MTD has the authority to receive five cents and up to ten cents with Supervisor approval.



MTD's subsidies make up more than half of its budget. Further, mandated expenses from compliance with the Americans with Disabilities Act (ADA) and the Clean Air Act have stretched MTD's resources. Operating efficiencies enabled MTD to avoid service cuts. For the MTD to offer more service, it requires that the discretionary sources described below and in Chapter Six be allocated to transit.

### POTENTIAL FUNDING

Potential funding for mass transit purposes available from federal, state and local sources, as described below, is over and above the direct funding currently received by MTD. Chapter Six explores these potential sources and presents a funding plan for implementing the projects proposed in the South Coast Transit Plan.

#### **POTENTIAL FEDERAL SOURCES**

At the federal level, potential funding is available through the CMAQ program, which is allocated by SBCAG through a competitive process. During the authorization periods of 91/92 through 96/97, 40%<sup>9</sup> of CMAQ funding has been awarded to transit with the remainder directed toward non-transit projects. This compares to the national trend wherein 49% was awarded to transit.<sup>10</sup> CMAQ funding is expected to continue when and if Congress authorizes continuation of a version of ISTEA (currently known as NEXTEA) beyond 1997. Continued receipt of CMAQ funds will provide a source for capital needs and funding for the first three years of operating assistance for selected transit projects. An additional potential funding source previously unused by the MTD is Surface Transportation Program (STP) funding. This funding can be used for virtually any transit capital project, excluding operating assistance.

#### **POTENTIAL STATE SOURCES**

Potential funding sources also exist at the state level. In 1997 the passage of Senate Bill (SB) 45 allowed transit capital projects to compete in the *State Transportation Improvement Plan* (STIP) for state funds previously restricted to highway and road projects.

#### **POTENTIAL LOCAL SOURCES**

Locally, potential funding is available through Measure D<sup>11</sup>. This measure was approved by voters in 1989 as a transportation improvement program which would levy approximately 20 million dollars annually to be allocated on a regional basis county-wide. Yet while 70% of the local aggregate allocation is eligible for transit use, the discretion to provide funding for transit rests with the local city councils and the Board of Supervisors. These entities are in the position to dedicate a larger portion of their

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<sup>9</sup> This figure is based on CMAQ allocations to transit through the period 1991-1997, as listed in the *Federal Transportation Improvement Plan* (FTIP), prepared by SBCAG for years 1992, 1994, and 1996.

<sup>10</sup> From *CMAQ Indirect Benefits*, 1997, pg. 21. Published by the FTA

<sup>11</sup> Measure D was approved by voters in November 1989 as a transportation tax which increased countywide sales tax by 1/2%, equivalent to 1/2 cent on each dollar of retail sales.

Measure D revenues to transit rather than streets and roads based upon the language of the ordinance itself:

“[Measure D revenue] may be expended...to provide for the operation of new or expanded transit services by the public transit operator serving the area.<sup>12</sup>

While Measure D funding appears to be the logical source for sustaining operating costs of CMAQ projects or adding service beyond existing MTD revenues, MTD does not directly receive any Measure D funds.<sup>13</sup>

A relatively new source for local funding may be available from Traffic Improvement Fees (TIF's). These fees consist of development fees levied on new projects to mitigate traffic. TIF's fund capital projects such as shuttles or buses to mitigate traffic congestion due to a specific project<sup>14</sup>.

## ACCOMPLISHMENTS

In the past quarter century, MTD has gone from a new operation with 12 buses to a nationally recognized leader in operational efficiency and transit innovation. The following are five examples of achievement where the MTD has either been recognized for its efforts or has set a new industry standard.

- In 1997, for the 8th year in a row, the MTD was recognized by the University of North Carolina (UNCC) Center for Interdisciplinary Studies as the most effective transit operator in California and in the top ten in the nation. The study focused on salient performance criteria in its calculation of efficiency ratings; these include total revenue per passenger, consumption dollars, production efficiency, average fare per trip, public subsidy as a percent of revenue, population served per vehicle and service area per vehicle. The study found “(MTD's) low operating costs, combined with low fares and concentrated coverage, resulted in an overall very good ranking”.
- Electric Shuttles: MTD introduced battery electric shuttles on the Downtown-Waterfront area of Santa Barbara in 1991 to replace gasoline vans and small diesel buses. This led to an immediate 1000 % ridership increase on the route. The success of the shuttles has led MTD to be recognized as a world leader in the development of practical applications of electric vehicles.
- MTD created the Isla Vista/SBCC Express to mitigate traffic congestion and parking problems at Santa Barbara City College (SBCC). The new service was funded by a CMAQ grant and targeted the large (2000) City College student population living in Isla Vista. Because of its convenience and availability, the popularity of the Express was the thrust in an increase of 255% in student ridership to City College over a two

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<sup>12</sup> Section 3 of Measure D Ordinance.

<sup>13</sup> MTD indirectly receives Measure D funds from the City of Santa Barbara to partially cover the cost of operating the Downtown-Waterfront Shuttles.

<sup>14</sup> TIF's are excluded as a source of transit funding in Chapter Six as it is unclear how the disbursement of these funds by local entities will affect the transit projects required for mitigation purposes.

year period. The Express was highlighted as a success story entitled *CMAQ: Planting a Seed in Santa Barbara* in the Funding Opportunities for Transportation Investments brochure published by the FTA in May 1996. The success of the IV/SBCC Express was instrumental in student approval of a bus pass program which subsequently increased City College ridership over 15% throughout the MTD system.

- MTD achieved a remarkably high farebox recovery rate<sup>15</sup> in 1997 through efficient use of resources, thus somewhat insulating itself from the losses in federal operating and property tax subsidy. The statewide farebox recovery rate average is around 22%, placing the MTD at the top in this critical financial category. MTD's high farebox recovery rate becomes all the more important as it lessens the MTD's reliance on price-supports while providing a critical community service.
- After holding the line on fares for eight years, the MTD implemented a 33% fare increase in September 1996, raising the fare from 75 cents to one dollar. Despite well established industry assumptions that ridership would drop by some 13%, MTD's ridership for the current fiscal year actually increased and is the highest in MTD history.

This Chapter has attempted to briefly explain what the MTD is about; what it does, how it is funded, and what it has accomplished. As you can see, the MTD plays an integral role in our community and is at the forefront of innovative solutions to our common transportation challenges. The next chapter, *MTD's Mission for the 21st Century*, defines what will guide MTD as it sets forth to meet the growing expectations of transit.

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<sup>15</sup> The percentage of operating expense recovered in fares is "farebox recovery", an important factor in determining the efficiency of a transit operator.

## CHAPTER TWO

### MTD'S MISSION FOR THE 21ST CENTURY

The MTD described in the first chapter is characterized by the mission statement adopted by the board of directors:

*“The Santa Barbara Metropolitan Transit District is a public-sponsored business established by State legislation to provide fixed-route public transportation serving the South Coast (Goleta to Carpinteria). Its routes shall connect centers of residence, education, government, commerce, employment, medicine, and recreation”.*

From the outset, MTD has attempted to “fill a void” in the transportation mix by providing basic mobility to those without access to, or unable to use, a car for transportation around the South Coast. Events throughout MTD’s existence have shown that public transit is a strategic tool that the community can employ to reduce energy consumption and pollution, and provide access to jobs.

While a heavy reliance on the automobile can result in an overreliance on a finite commodity (energy) and exacerbate concerns over air quality, public transit is being cited in many community plans and forums as a means of sustaining the concept we simply call *our quality of life* here in Santa Barbara. The examples cited in Chapter Three each express a common need for more transit service and greater mobility choices.

With so much emphasis on public transit as one part of the foundation that will sustain our quality of life and promote economic growth, the mission of MTD is changing in the community.

The transition from a public transit system that provides basic mobility to one which competes for patronage is challenged by the fact that all public transit rides are subsidized and that no new subsidy has been identified to support the new role for MTD. In the meantime, MTD must continue to meet its initial goal, subsidized by existing and static state, federal government, and local property taxes.

A fundamental change is required.

It is the challenge of MTD and policy makers who make critical decisions to accomplish the new mission by either: reducing the focus on the transit dependent, thereby freeing up resources to compete for discretionary travelers, or identifying new revenue sources to meet the cost of the new mission.

The purpose of the SCTP is to identify what is necessary to meet or expand this new MTD mission. It is a “living” plan, not inflexible but responsive to the community’s desire and expectations for a South Coast transit system.



## CHAPTER THREE

### SUMMARY OF REGIONAL GOVERNMENT TRANSPORTATION EXPECTATIONS

The various governmental bodies representing the South Coast of Santa Barbara County have expressed the need for more transit service in documents prepared by their respective agencies. Those documents are examined in this chapter. The documents show that there are significant expectations of augmented and expanded MTD service. The documents and the sponsoring agencies are:

<b><u>Document</u></b>	<b><u>Sponsoring Agency</u></b>
<b>US 101 Alternatives Study</b>	<b>SBCAG</b>
<b>Consensus Recommendations/Highway 101 Corridor Task Force</b>	<b>SBCAG</b>
<b>Clean Air Plan</b>	<b>SBCAG</b>
<b>Regional Transportation Plan (RTP)</b>	<b>SBCAG</b>
<b>Goleta Transportation Improvement Plan (GTIP)</b>	<b>Santa Barbara County</b>
<b>Camino Real Project Approval</b>	<b>Santa Barbara County</b>
<b>Santa Barbara Airport Industrial Area Specific Plan</b>	<b>Santa Barbara City</b>
<b>City of Santa Barbara's Circulation Element Update (CEU)</b>	<b>Santa Barbara City</b>
<b>Carpinteria 20/20</b>	<b>City of Carpinteria</b>

Each of the above documents is examined in terms of the proposed transit project with regards to purpose, service level, capital and operating cost, and funding mechanisms. Accordingly, MTD has prepared mobility plans which are in response to the transit expectations described in the above noted documents. Chapter Four incorporates these and other transit projects into a unified system of routes and provides their related cost. Chapter Five describes the enhancements and amenities which will make the service more attractive and Chapter Six presents the funding sources recommended in order to meet the expressed transit goals.

**Alternatives Analysis of Highway 101 Corridor****Sponsoring Agency: SBCAG****Document Prepared By: Parsons Brinckerhoff, 1995**DOCUMENT & PURPOSE

In March 1993 Caltrans released its report for the proposed widening of Highway 101 between Milpas Street in the City of Santa Barbara and 1.1 miles north of the Ventura County line in the City of Carpinteria. The resulting public concern precipitated SBCAG to explore alternatives to the widening and in December 1993, Parsons Brinckerhoff (PB) was chosen to carry out the alternatives study. The purpose of the study was to identify and analyze all feasible choices in transportation modes and operational management strategies within the highway 101 corridor that would avoid the need to widen the freeway until at least the year 2015.

The final recommendation of the study included transit options which called for the expansion of existing MTD service on surface streets and an extensive increase of express service to relieve freeway congestion. The freeway service called for “flyer stops” along highway 101 with 15 minute headways on routes between Carpinteria and Goleta during peak hours.

CAPITAL AND OPERATING BUDGET/SERVICE**CAPITAL EXPENSE:**

The PB study capital expense recommendations were as follows:

- Bus fleet expansion	\$13.7 million
- Park-and-Ride lots/new express bus stops	\$11.3 million
- Bus maintenance/storage site	\$2.7 million
- Passenger amenities	\$1.3 million
<b>Total</b>	<b>\$29 million</b>

**OPERATING EXPENSE**

For the above project, an estimated \$4.5 million annually would be required for operating expenses (equivalent to a one-seventh of a cent sales and use tax applied countywide if approved by voters).

The report offers some possible ideas for funding sources to fund the alternative proposal:

- A countywide increase in the local sales and use tax for transit operations which would require a two thirds voter approval and approval by the cities and county.
- Property tax increase by local jurisdictions, requiring a two thirds voter approval.
- Assessment districts covering the areas receiving the benefits of the transportation improvements, which would have to be approved by the cities and the county.

#### FUNDING MECHANISM

The PB study noted that with respect to operating assistance, only three reliable sources of funding existed: Transportation Development Act (TDA), Federal Section 9, and Measure D. CMAQ (Congestion Mitigation and Air Quality) funding was named as an additional source, however, funding is limited to a maximum of three years. Local policy makers chose not to enact the recommendations of this study.



**Highway 101 Corridor Task Force, Consensus Recommendations****Sponsoring Agency: SBCAG****Document Prepared by: Interface-Dudek, John Jostes, June 1997**DOCUMENT & PURPOSE

On the heels of the Parsons' Brinkerhoff Alternatives Analysis, SBCAG appointed a twelve member Task Force to propose a prioritized list of multi-modal improvements to the Highway 101 corridor between Milpas Street and the Ventura County line.

Project funding eligibility was limited to capital expenditures only. Of the nineteen prioritized projects submitted at a cost of \$51,591,000, \$12,130,000 were for multi-modal projects including two from MTD for 13 Carpinteria Express buses and shelter/bus information centers. They were ranked #14 and #19 respectively by the Task Force.

Subsequently, the list was pared down to \$50.5 million by eliminating seven projects. MTD projects were eliminated because SBCAG was advised that the California Transportation Commission (CTC) statutes exclude Flexible Congestion Relief (FCR) funds for bus purchases. Additionally, Measure D was the only recognized source to fund the additional operating costs for the MTD projects. There was no consensus to use Measure D for that purpose. MTD was advised to seek other funding mechanisms such as CMAQ funds to implement these projects.

**CAPITAL COST**

The costs for the 13 MTD Carpinteria express buses is \$3,900,000 and the shelter/bus information center is \$830,000. As noted above, these projects were not included in the Task Force's recommendation.

**OPERATING COST**

Operating cost was not included in the analysis for the reason stated above

SERVICE

The service offered by addition of the proposed express buses would substantially improve trip times as follows:

	Current	Proposed	Trip Time
	<u>Trunk Line</u>	<u>Express</u>	<u>Saved</u>
Carpinteria/Santa Barbara (1) min.	45 min.	20 min.	25
Carpinteria/Goleta (2) min.	75 min.	40 min.	35

- (1) Downtown Carpinteria/Transit Center (Chapala/Carrillo)
- (2) Downtown Carpinteria/Storke & Hollister - (proposed route).

#### FUNDING MECHANISM

The twelve projects recommended by the Task Force were adopted by SBCAG in the 1996 RTIP (Regional Transportation Improvement Plan). The projects will be funded by the State Transportation Improvement Program (STIP). The total project funding of \$50,552,000 includes nine roadway projects totaling \$45,065,000 and three bikelane projects (totaling \$5,353,000). However, neither MTD transit project was included because Flexible Congestion Relief (FCR) funds cannot be used to purchase rolling stock.<sup>16</sup>

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<sup>16</sup> The passage of SB 45 in 1997 eliminated many transportation funding programs and consolidated the funding in the State Transportation Improvement Plan (STIP). This action may allow more funding to be directed toward transit.

**Clean Air Plan (CAP), formerly Air Quality Attainment Plan (AQAP)****Sponsoring Agency: SBCAG****Document Prepared by: Air Pollution Control District (APCD), 1994**DOCUMENT & PURPOSE

The Clean Air Plan (CAP) resulted from a Memorandum of Understanding (MOU) between APCD and SBCAG which allowed SBCAG to assist APCD in developing the transportation related elements of its federal air quality plan. The most recent CAP was adopted in November of 1994. SBCAG carries out this responsibility by development and analysis of Transportation Control Measures (TCM's). TCM's are programs or activities that states and localities can implement to discourage automobile use. The plan has taken on a greater sense of urgency because the Santa Barbara ozone non-attainment area was raised from moderate to serious in September 1997. The 16 TCM's adopted as part of the 1994 CAP contain many similar elements to the previous 1991 AQAP and 1982 AQAP, especially the emphasis on Transportation Demand Management (TDM) programs (which became non-mandated in November of 1996). Two MTD projects were adopted in the CAP: Coast Village Road shuttle and Mesa/UCSB express.

SERVICE

TCM number five focuses on transit. The TCM, entitled "Improve Commuter Public Transit Service", calls for:

- Service Expansion -- (e.g., increasing frequency and/or service hours on existing routes, extensions of existing routes, expanding into new service areas, etc.)
- Operational changes -- (e.g., route restructuring, schedule modification, etc.)
- Fare Policy (free/low fares, pass programs, etc.)

FUNDING MECHANISM

The two MTD TCM's have expired (Coast Village Road shuttle & Mesa/UCSB express). The funding mechanism to replace the expired TCM's has not been identified.

**Regional Transportation Plan (RTP)****Sponsoring Agency: SBCAG****Document Prepared by: SBCAG staff, September 1995**DOCUMENT & PURPOSE

The RTP is the regional long range multi-modal transportation plan. Preparation and adoption of the plan are the responsibility of SBCAG, as the region's Metropolitan Planning Organization (MPO)/Regional Transportation Planning Agency (RTPA). The 1995 RTP is the eleventh update of the original RTP which was developed and adopted by SBCAG in 1975. The RTP is updated biennially, yet due to the uncertainty of the ISTEA reauthorization process, the 1997 RTP has been delayed.

In its Regional Goal and Policy statement, the RTP states that it shall promote the expansion of public transit services within the county to meet the mobility needs of residents for access to essential services, educational, recreational and employment opportunities as a means to reduce air pollution traffic congestion, and parking problems by:

- including projects in the Action Element to implement improvements identified through the annual Unmet Needs public hearings;
- encouraging the adoption of transit oriented standards and criteria to be used by local jurisdictions in their land use approval process;
- supporting federal and state transportation legislation that continues funding support for transit, particularly operating expenses commensurate with transit's expanded role in addressing congestion and improving air quality.

FUNDING MECHANISM

The Action Element is limited to the funding of refurbishment or replacement of the current MTD fleet through the year 2000. However, there is no provision for funding additional buses or operating expenses for any service expansion.

**Goleta Transportation Improvement Plan (GTIP)****Sponsoring Agency: Santa Barbara County****Document Prepared By: Santa Barbara County Planning &  
Development Department, February, 1997**DOCUMENT & PURPOSE

The GTIP is a requirement of the Goleta Community Plan. While the first GTIP was approved by the Board of Supervisors in 1995, the updated 1997 Plan is based on results of the traffic and circulation analyses prepared for the *Goleta Old Town Revitalization Project* and the *Goleta Valley Traffic and Circulation Report*, which utilized the County's updated traffic model for the Goleta area.

The GTIP is a comprehensive document, detailing multi-modal transportation projects throughout Goleta at an estimated \$55 million. Organized into three main sections, the GTIP focuses on Funded Improvements, GTIP Improvements (1997-2007), and GTIP Unfunded Improvements. Additionally, the document details project costs, traffic and level of service (LOS) forecasts. Funded Improvements are limited to capital expenses and only roadway and bikeway projects are guaranteed funding.

The GTIP requires all land use development projects to include detailed traffic and circulation studies. Two major Goleta projects currently underway are the Camino Real Marketplace and the Airport Expansion Plan. The Board of Supervisors granted project approval of the Camino Real Marketplace in July, 1997; the Airport Expansion Plan is undergoing review. The alternative transportation requirements for each project are shown later in this chapter as a sub-set of the GTIP.

TRANSIT PROJECTS

The *GTIP Improvements* section focuses on planned projects over a ten year planning horizon (1997-2007). These projects are to be funded by traffic impact fees collected from project developers and other revenue from future development. Included in these projects are the Camino Real Marketplace retail center, Goleta old town re-development, City airport land development, and UCSB construction. While road and bikeway projects are slated for guaranteed funding, transit projects are to be funded by traffic "impact fees" collected from developers and pertain only to capital costs.

Under *Alternative Transportation Improvements*, there is an underlying premise that increased development will necessitate demand for additional transit service. Further, the plan outlines major infrastructure deficiencies by citing the shortage of bus stops in many areas of Goleta which affect MTD's current service.

CAPITAL AND OPERATING EXPENSES/SERVICE

*Note that the following projects are the recommendations of the County Planning and Development Department. Please refer to Chapter Four for the Goleta transit service improvements recommended by MTD.*

Eastern Elwood-UCSB Electric Shuttle System. Route purpose is to link Eastern Ellwood with the proposed Transit Center on Storke Road between Hollister Avenue and Phelps Road and the proposed Camino Real shopping center and UCSB. Route would require construction of Phelps Road between Storke Road and Los Carneros Road.

Number of Shuttles:	3
Capital Cost:	\$600,000
Annual Operating Cost <sup>17</sup>	\$330,000

Industrial Center/Old Town/Fairview Shuttle. This route would offer electric shuttle service along the Hollister corridor serving commuters in Goleta's industrial and business sections with flexible timing options. During commute hours the service will provide feeder service to trunk and express lines; and during midday periods the shuttle would traverse in 15 minutes intervals from the industrial corridor to both downtown Goleta and the Fairview center. This would provide riders the option to run errands or have lunch at local establishments.

Number of Shuttles:	3
Capital Cost:	\$600,000
Annual Operating Cost	\$330,000

Downtown Goleta/Fairview-Calle Real Shuttle. This route will serve primarily as a "Shopper's Shuttle" between these two shopping centers. During the morning/afternoon commuter hours as well as the lunch period, it would also serve the airport and Goleta Beach.

Number of Shuttles:	3
Capital Cost:	\$600,000
Annual Operating Cost	\$330,000

FUNDING MECHANISM

Transit projects are not included in the GTIP as *Funded Improvements*. The funding of capital expense is assumed through assessment of traffic impact fees. The following

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<sup>17</sup> Operating costs from the GTIP are in 1994 dollars.

statement in the GTIP confirms that a source of funding has not been identified for the above projects.

“The amount budgeted for Transit projects in Goleta Transportation Impact Fee Program is \$1,200,000. It has been estimated that \$600,000 could be funded by outside sources. *Transit operations and maintenance would not be funded by impact fees but could be provided by other entities such as MTD, UCSB, a potential Old Town Redevelopment Agency, the Camino Real Marketplace development, and the Santa Barbara municipal airport.*”<sup>18</sup>

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<sup>18</sup> GTIP, page 28

**Camino Real Marketplace Approval****Sponsoring Agency: County of Santa Barbara****Document Prepared By: County Planning & Development Department,  
January 1997**DOCUMENT AND PURPOSE

The Camino Real Marketplace project was processed for approval in a Final Environmental Impact Report (96-EIR-3), issued by the County Planning and Development Department in January, 1997. Final project approval was granted at the July 17 Board of Supervisors hearing and the Marketplace is expected to open in late 1998 or early 1999. In accordance with the GTIP, the project requires an alternative transportation program. Currently this includes implementation of a new electric shuttle service. The decision requiring construction of an on-site transit center is on hold until further notice.

TRANSIT INFRASTRUCTURE AND SERVICE

The County's Planning and Development Department have proposed the following new shuttle systems:

UCSB/Isla Vista and the Hollister Corridor

UCSB/Isla Vista and Ellwood

**Capital Cost:**

UCSB/Isla Vista- 2 Shuttles @ \$200,000=	\$400,000
Hollister Corridor- 3 Shuttles @ \$200,000=	\$600,000
UCSB/Isla Vista and Ellwood 3 Shuttles @ \$200,000=	\$600,000

**Operating Cost (in 94\$):**

UCSB/Isla Vista- Annual Cost	\$220,000
Hollister Corridor- Annual Cost	\$330,000
UCSB/Isla Vista and Ellwood- Annual Cost	\$330,000

FUNDING MECHANISM

Based on the County's traffic fee rate of \$4,564 per PM trip the project would be required to pay traffic impact fees (TIF's) in excess of five million dollars. County Planning and Development has indicated that 20% of TIFs on new projects may be applied to fund alternate transportation programs. TIF funds for bus projects are limited to capital projects only. Specific funds to purchase shuttles or to operate the designated shuttle service have not been identified.



**Santa Barbara Airport Industrial Area Specific Plan****Sponsoring Agency: City of Santa Barbara****Document Prepared By: City of Santa Barbara Municipal Airport Staff &  
Community Development Department, Planning  
Division, July 1997**DOCUMENT AND PURPOSE

The Santa Barbara Municipal Airport is owned and operated by the City of Santa Barbara. *The Airport Specific Plan* was prepared by the City's Municipal Airport Department, a self-supporting "Enterprise Fund" based on revenues from user fees and tenants rents.

The Airport Specific Plan is composed of policy directives and action plans. The plan was last updated in October of 1997. Transit needs are discussed in two sections of the document. The first is in the Circulation Section, under Vehicular Circulation Policy (VC2) which reads:

In accordance with an agreement between the City and County, each project that generates additional traffic shall contribute to the improvement of the circulation system in the surrounding County area, as required by the Goleta Transportation Improvement Plan (including alternate transportation modes such as bikeways and electric shuttles), in order to assist in the mitigation of Specific Plan impacts.<sup>19</sup>

FUNDING MECHANISM

Implementation of the plan is expected to generate approximately \$3 million in traffic impact fees. In an August, 1997 letter to the City, MTD recommended that an appropriate amount should be directed toward procurement of electric shuttles. The second, Action AM2.3, directs the airport to pay APCD an offsite mitigation fee of \$240,000 for use in reducing emissions. One of the methods to pursue mitigation is:

Inclusion in matching funds necessary to receive a government grant for the purchase of new low emission buses such as the Clean Air Express or electric shuttles proposed for Goleta.<sup>20</sup>

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<sup>19</sup> *Santa Barbara Airport Industrial Specific Plan*, Circulation section, V-2

<sup>20</sup> *Santa Barbara Airport Industrial Specific Plan*, Circulation section, V-6

**City of Santa Barbara, Circulation Element Update (CEU)****Sponsoring Agency: City of Santa Barbara****Document Prepared By: City of Santa Barbara Community Development  
and Public Works Departments, October 1997**DOCUMENT & PURPOSE

The Circulation Element is a required element of the City's General Plan. In a departure from previous CEU's, a 22 member Consensus Group, appointed by the City Council, was charged with creating the Goals, Policies, and Implementation Strategies. The Consensus Group represented a broad spectrum of community interests, ensuring an unprecedented level of community input into the planning process.

The CEU is composed of fifteen goals. Goal 3, *Increase the Availability and Use of Transit*, examines transit. A goal for this section states:

Support the increased use and availability of transit. This will be accomplished by augmenting resources, planning and funding to promote the development, expansion and use of transit, such as buses, shuttles, rail, and vanpools.

The CEU clearly states that all policies are to be incentive rather than disincentive based. Therefore, there is no discussion of elimination of free parking or other remedies that were suggested in the Parsons Brinkerhoff 101 study. Having set these guidelines, the CEU acknowledges that:

The most successful method to increase transit ridership are to increase service and to utilize transit operating cost subsidies to lower fares. However, the operating costs involved with increased service and the competition for subsidies is the major constraint to expand and improved public transit.<sup>21</sup>

The CEU calls for

- Increasing the number of smaller, quieter, cleaner, more frequent electric buses, vans and shuttles
- Improving aesthetics and safety of transit stops
- Increasing service frequency on major corridors, including linking neighborhoods and major commercial activity centers
- Improve headways to 7 minutes for bus/shuttle on major corridors

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<sup>21</sup> CEU, Section 3-2.

The CEU's *Policies and Implementation Strategies* section details the specific policies which the CEU recommends. The following five *Policies* encompass the range of transportation considerations.

- **Transit Service:** The City shall promote the development, improvement, expansion, and increased ridership of transit within the City, including the development of new forms of transit as they become available.
- **Transit Stops, Shelters and Information Systems:** The City shall improve and develop safe, convenient, and protected transit stops that are compatible in design, color, and material with the surrounding area.
- **Regional Transit Service:** The City shall support increases in regional transit service
- **Intermodal Connections:** The City shall work to improve and expand intermodal-connections.
- **Education/Outreach:** The City shall work to increase public awareness of and cooperation with the City's transit planning goals.

#### FUNDING MECHANISM

The CEU further identifies 45 *Implementation Strategies* of which MTD is identified as the responsible agency in 33 of them, or 73%.<sup>22</sup> The City has created a CEU Implementation Task Force to explore funding possibilities.

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<sup>22</sup> CEU, Table 3-9.

**Carpinteria 2020, September 1997****Sponsoring Agency: City of Carpinteria****Document Prepared By: 2020 Vision Steering Committee, 1997**DOCUMENT AND PURPOSE

The Carpinteria 2020 document is the product of five project teams that developed “vision statements” for what Carpinterians desire their community to look like in the year 2020. The document continues the collaborative approach contained in the City of Santa Barbara’s CEU and Highway 101 Alternatives Task Force, whereby a broad range of citizens provide input for community planning.

The Traffic, Transportation, and Infrastructure Team Report therein contains the transit recommendation for the area. Similar to the City of Santa Barbara’s CEU, the Report seeks to change the behavior of residents who choose to drive automobiles alone.

SERVICE

Transit considerations in this effort focus on utilizing Parking Lot 3, located on Linden Avenue next to the railroad station, as a “Park and Ride” lot, suggested to be served by MTD. Further, the following areas are targeted:

- **Neighborhood Transportation:** Neighborhood shuttle service will serve convenient stops on short intervals. Signage will describe and facilitate use of a comprehensive system. A system of on-call vehicles will be maintained as well.
- **Buses:** Buses will serve inter-city connections. The bus will be equipped to easily transport several bicycles

The shuttle buses called for in the 2020 plan would most likely be similar to MTD’s 22’ electric shuttle buses, which cost on average \$250,000 each and approximately \$150,000-\$200,000 per shuttle, per year, in operating costs.

FUNDING MECHANISM

The 2020 does not identify a funding mechanism or include operational or capital costs for the transit projects described.



## CHAPTER FOUR

# SOUTH COAST TRANSIT PLAN -- SERVICE AND COST

Previous chapters defined MTD, the MTD mission, and community transit goals as stated in public documents and policies. Community leaders are promoting alternative transportation to avoid the traffic gridlock being experienced in other Southern California cities as a result of population growth and growing dependence on the automobile. As a result of the increased attention on transportation, the objective of a balanced transportation plan has emerged which supports an increase in transit service to avert the consequences of having the automobile as the only viable mode. It is a common theme that a balanced transportation plan promotes economic growth.

This chapter reflects a plan which offers transit as a viable mode choice. The proposed service will effectively fill the existing void in the current transportation mix and elevate transit as a competitive alternative to the automobile. Implementation of the plan provides a unique opportunity to mitigate traffic congestion as the south coast population increases and circulation needs of the community change. Careful consideration of community transportation and mobility goals was applied by the MTD in the creation of the plan.

The plan incorporates routes designed to: *improve point to point travel time; bring a wider range of service to major markets and activity centers; put smaller, environmentally friendly buses in neighborhoods; increase express service to accommodate commuter needs; and, in general, make transit more convenient and easier to use.* These criteria are based on analysis of MTD ridership statistics, passenger surveys, census data, evaluation of development patterns and economic forecast data. The routes combine:

- Improvements to the MTD's existing service, and,
- Proposed new service.

The detailed analysis for developing the transit plan described above is presented in chapters Seven and Eight. Chapter Seven defines the improvements required for current MTD service and Chapter Eight, the basis for the proposed new service.

MTD's service area covers 52 square miles and extends from Carpinteria to Winchester Canyon. As each section of the region has its own unique circulation needs, this chapter is arranged as follows to show the transit plan for each of the local entities served by the MTD, as well as the

connectivity provided by the regional (trunk and express) lines:

1. **City of Santa Barbara**
2. **Goleta**
3. **Montecito**
4. **Carpinteria**
5. **Regional**

The plan for each local entity includes *a description of the service, route maps of the local and connecting regional service, a cost summary table, and a trip planning table*. A separate cost summary table for the regional service is shown in the latter part of the chapter, as regional costs cannot be allocated to a specific entity. Both the local and regional service plans include the page number reference to the basis for the plan in Chapter Seven or Eight.

The costs in this chapter are unfunded improvements which will require new funding sources.<sup>23</sup> Each *cost summary table* provides the following:

- Identification of the route as existing or new.
- A route description. Existing routes will be identified as: added service; restructured service; deleted service, or no change to service.
- The page number in either chapter Seven or Eight, where more detailed information of the route can be found.
- The vehicle requirements (number and type of buses required for the route).
- The additional capital cost for vehicle procurement.
- The additional annual operating cost to run the service. This is represented by either:
  - (a) the net cost over and above the cost of the existing service,
  - (b) the cost for adding new service, or
  - (c) the cost reduction realized by deleting or reducing current MTD service.

Detailed cost calculations supporting the annual operating costs are available in **Appendix 1**.

The capital and operating costs shown in the above indicated cost summary tables are in 1998 dollars. The sum of these costs is presented on the last page of this chapter in **Table 4-10, Total System Costs**.

*Trip planning tables* are provided to demonstrate the effectiveness of the transit plan in making a bus trip attractive and convenient. The tables provide examples of the simple planning required to travel on the bus from a boarding location to various activity centers on the south coast.

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<sup>23</sup> Potential sources for these funds are outlined in chapter Six.

## TRAFFIC IMPACT

The success of the transit plan presented in this chapter will ultimately be judged by its effectiveness in reducing the traffic on South Coast roads and attracting new riders to public transportation. Consequently, each piece of service described in this chapter is analyzed to determine the approximate number of automobile trips that would be removed from the road. The analysis is based on the estimated number of new riders, and gains or losses of current riders, resulting from the transit plan. The estimates are based on *passengers per hour data* from similar existing MTD service. It assumes that the increase in transit ridership resulting from the expanded service will result in a proportionate reduction in automobile travel. Please refer to *Chapter Six, Part II, Recommended Funding Plan For Transit Service*, for a breakdown of this analysis by local and regional areas, and to **Appendix 2** for the detailed calculations. Based on this analysis, an estimated total of **3.7 million annual vehicle trips will be removed from the road** if all the service described in this Chapter is implemented.

## VEHICLE DESCRIPTIONS

The vehicle requirements in the cost summary tables refer to a variety of MTD vehicles. Following is additional vehicle information:

- Shuttles (22' electric shuttles)- Open air, low floor trolley style appearance as seen on the Downtown-Waterfront service. Seats 19 with room for 8 standing passengers.
- 26' EVs (26' electric vehicles)- Medium-duty transit bus; low floor design. Seats 25 with room for 12 standing passengers.
- 30' EVs (30' electric buses)- Larger medium-duty transit bus. Seats 27 with room for 15 standing passengers.
- 40' L.F. Bus (40' Low Floor diesel bus)- Clean burning diesel bus with electronically controlled engine coupled with the transmission. Floor design is six inches wider than traditional transit buses. Seats 38 with room for 39 standing passengers.

## INTERREGIONAL BUS SERVICE

The Clean Air Express sponsored by the Air Pollution Control District currently provides interregional commuter bus service for Santa Barbara County with a fleet of nine buses. One bus is assigned to Ventura service, three to Santa Maria, four to Lompoc and one to Santa Ynez. Additional interregional service was cited as a need at the previous Unmet Needs hearing, sponsored by SBCAG and by the Parsons-Brinckerhoff study referenced in Chapter Three. The SCTP is focused on the current MTD service area. However, MTD potentially could provide interregional service to North Santa Barbara and Ventura counties with a carefully structured arrangement to augment the MTD funding base and service area. The fare structure and appropriate adjustments in federal, state and local subsidies would be required to make the interregional service revenue neutral.



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## CITY OF SANTA BARBARA

The expanded Santa Barbara service is designed to achieve the goals of the City of Santa Barbara *Circulation Element Update*<sup>24</sup>, specifically to accomplish the following:

- Goal 1**                      *Provide a transportation system that supports economic vitality*
- Goal 2**                      *Strive to achieve equality of choice among transportation modes*
- Goal 3**                      *Increase the availability and use of transit*

Figure 4-1 provides an overview of the recommended new and restructured routes *within the city boundaries*, while Figure 4-2 features the new and restructured regional service *connecting the city to the surrounding regions of Goleta, Montecito and Carpinteria*. The increased circulation and connectivity which will result from the implementation of these routes will produce vast mobility improvements for the City. Among the recommendations are:

1. Improvements to existing routes, frequencies and hours of service.
2. The introduction of new electric shuttle routes.
3. New express routes linking Santa Barbara to Goleta and Carpinteria. Among the significant benefits which will accrue to the City because of the improved service are:
  - More frequent service to close-in destinations, effectively removing the worry, lost time, and cost of parking.
  - The provision of new transit corridors from outlying regions to downtown, allowing commuters and shoppers more direct access to their destinations.
  - The creation of an Anacapa/Chapala transportation corridor, providing ride through ( i.e. no change) service to the lower half of downtown.
  - Small, friendly electric buses in the neighborhoods with the larger buses being restricted to major arterials.
  - An effective response to the projected population growth and new developments visualized by City Planning officials.

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<sup>24</sup> City of Santa Barbara Circulation Element Update, Published October, 1997 and annotated in Chapter Three.

**FIGURE 4-1**  
**SANTA BARBARA LOCAL ROUTES**



## SANTA BARBARA RECOMMENDATIONS

Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-1.

### LOCAL SERVICES

The *Crosstown Shuttle* (see page 131) utilizing the Micheltorena corridor will directly connect the upper westside neighborhoods located adjacent to both sides of US 101, as well as ferrying riders to and from downtown Santa Barbara. Traveling down Anacapa, it will then continue via the Haley/ Gutierrez corridor carrying both westside and downtown riders to Milpas Street and the beach. It will provide faster trips between Eastside and Westside neighborhoods than the current service and allow for quick and easy connections to express and trunk service on Chapala and Anacapa Streets. This additional route will effectively reduce loads on the existing **Lines 1 and 2** (page 89), thereby allowing those routes to be converted to smaller electric vehicles.

The ***Cultural Attractions Shuttle*** (page 139) is a weekend shuttle which will offer dedicated service to Santa Barbara's major cultural and historical sites (from the El Presidio up to the Botanical Gardens). While the service is available to everyone it is specifically aimed at tourists, especially those residing in the Waterfront hotels along Cabrillo Boulevard.

The ***Cottage Hospital Shuttle*** (page 135) will replace the **existing Line 3** (page 91), and double the number of trips between the hospital and downtown, becoming a major trip generator for hundreds of medical personnel as well as the vast number of patients and families traveling daily to the hospital and surrounding medical facilities.

The ***Westside/La Cumbre Shuttle*** (page 133) will connect both the lower and upper west side to Cottage Hospital and the upper State Street shopping area. This will appeal to potential new riders by opening the entire Westside to important commerce and employment areas along a seamless corridor from the lower to the upper mid-western half of the city. (The La Cumbre/Cottage Hospital segment of the line will replace service currently operated by Line 3).

An ***Expanded Downtown-Waterfront Shuttle*** (page 129) will connect the proposed Waterfront developments (Wright Family Aquarium project, IMAX theater, and parking structure and the Levy Urban Village) to the retail stores on State Street. Easy connections at the Downtown Pavilion<sup>25</sup> will link the shuttles to express and other local connections, creating a vibrant town center. Extended service hours would be aligned with evening transportation needs along lower State Street for residents, commuters and those patronizing the added attractions.

***Earlier Downtown-Waterfront Shuttle*** (page 123) service will replace the existing **Line 21** (page 115), thereby allowing shuttles to serve early morning travelers.

The ***Mesa Loop*** (page 137) will provide a shorter and faster link between the Mesa and the downtown shopping area. Service on the loop will run in both directions resulting in Mesa residents having a 10 minute trip via the Carrillo Hill to or from the heart of downtown. Service will run on both Shoreline and Cliff Drive with residents at the eastern end of the Mesa having the option of reaching the city via the Haley/Chapala corridor. The convenience of this service precludes the need for close-in commuters and shoppers to drive their automobiles to the downtown area. The existing **Line 17** (page 111) will be discontinued.

The ***existing Line 5 Mesa/La Cumbre*** (page 93) is restructured to offer a faster, more direct service between La Cumbre Plaza and the Mesa via Upper State Street and Las Positas Road.

***Line 16 Shuttle*** (page 110) linking City College to the downtown is providing excellent service and will not be changed. The ***Line 22 Old Mission***, (page 116) while not as cost effective as other MTD service, will not be changed as it is the only means of transportation to residences and St. Francis Hospital for many transit dependent senior citizens.

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<sup>25</sup> See Chapter Five, *Transit Enhancements*, for the description of the Downtown Pavilion

**FIGURE 4-2**  
**SANTA BARBARA REGIONAL ROUTES**



## REGIONAL SERVICES

**Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-9.**

The existing **Line 6 Hollister/State Local** (page 95) and **Line 11** (page 101) will both be interlined<sup>26</sup> in downtown Santa Barbara with Carpinteria buses. This will result in the creation of the downtown transit corridor, described later in this chapter, enabling riders from upper and mid State Street to continue down Anacapa as far as Gutierrez Street without the change of bus that is currently necessary at the Transit Center. (A similar seamless downtown/uptown trip will be available on Chapala). The restructured Line 6 will provide “no change” service between Santa Barbara and the Camino Real Marketplace for commuters, shoppers, and youth sports participants.

<sup>26</sup>Interlining is the process of having a bus continue from one line to another so that riders wishing to continue through do not have to change buses.

The existing **Line 12 Goleta Express** (page 103) and the **Line 24 UCSB Express** (page 118) will both be extended beyond their current downtown turn-around point at the Transit Center into the downtown corridor, continuing down Anacapa as far as Ortega Street before returning up Chapala Street. Later weekday service, additional weekend service and 30 minute headways throughout the day will also facilitate the transit linkage between Santa Barbara, UCSB and the Camino Real Marketplace by providing a viable option to these popular destinations for commuters, shoppers, students and youth sports participants.

The existing **Line 20 Carpinteria local service** (page 113) will be interlined with Goleta buses in the downtown transit corridor and service improved to provide regular 30 minute *clockface* trips throughout the day. Later service will be added on weekdays as well as earlier and later service on weekends to accommodate commuter needs and connections to other service.

The current **Line 7** (page 97) linking City College to the Isla Vista is providing an important service that is at capacity during morning hours. Therefore, extra service is required in both directions during the morning period.

The **Santa Barbara/Carpinteria Express**<sup>27</sup> (page 169) will expand the current express service to meet the service needs of commuters traveling directly between downtown Santa Barbara, Carpinteria and the Mark Avenue Industrial area.

The existing **Line 14 Montecito** (page 107) will be shortened at its eastern end to cover only the inner loop of Olive Mill/East Valley/San Ysidro and North Jameson. By shortening up the route the line will be able to operate on a clock face schedule while providing residents with a faster, more direct trip to the lower east side, or downtown Santa Barbara.

The **Santa Barbara/ Fairview Express** (page 173) is geared to provide the heavily patronized Hollister corridor between Highway 154 and Patterson Avenue with express service to and from downtown Santa Barbara. In addition it will link this same corridor with the Calle Real and Fairview Shopping Centers.

The **Westside/Goleta Express** (page 167) will bypass the downtown area and link the westside to Goleta. This will cut the trip time in half between the heavily populated lower and upper Westside and the jobs and shopping in the west Goleta area.

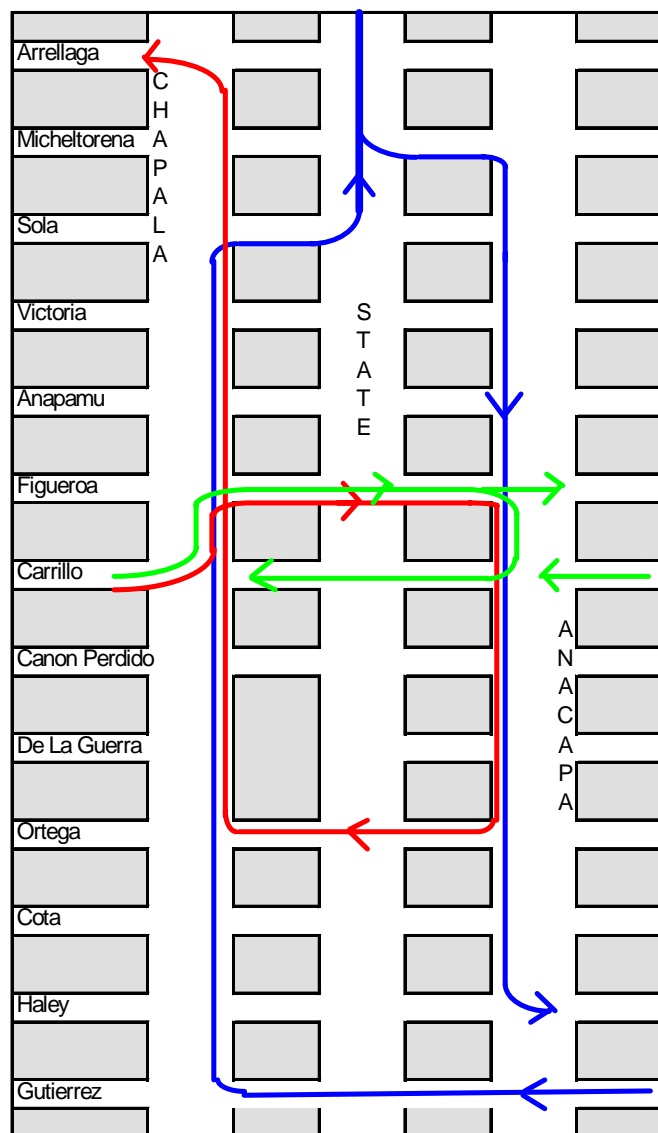
The current **Line 15 Express** (page 109) linking Isla Vista and UCSB to the Mesa and the **Line 8 Calle Real** (page 98) are providing excellent service and will not be changed.

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<sup>27</sup>A very limited number of express trips is currently being offered. However there is an already established need for more express service to accommodate the end to end traffic that exists on this line.

A “*Transit Corridor*” (Figure 4-3) running parallel to the entire downtown area will be created along Anacapa and Chapala Streets. The interlining of Carpinteria and Goleta buses traveling on this corridor will enable passengers from the Eastside and Carpinteria to “ride through” to mid and upper State Street and beyond, or vice versa, without changing buses. Commuters and shoppers from Goleta will be able to take a bus directly to the lower downtown area without having to transfer or walk from the transit center to their destination. The corridor will also facilitate express buses circulating from Figueroa to Ortega Streets.

**FIGURE 4-3 DOWNTOWN TRANSIT CORRIDOR**



- Lines 6 and 11 coming from the Hollister/State corridor, continue down Anacapa to become the Carpinteria Local and Express lines. This means that passengers can get anywhere between uptown and downtown or vice versa without having to change buses.
- Express buses from Goleta, UCSB/ Isla Vista travel as far down as Ortega dropping off and picking up passengers for their outbound journey.
- Other MTD lines entering the downtown area from the east or west use the Figueroa/Carrillo zone bus stops to enable riders to make easy connections to other lines.

**TABLE 4-1 CITY OF SANTA BARBARA SERVICE**  
**(IN 1998 DOLLARS)**

<b>Current or New Service</b>	<b>Description</b>	<b>Refer Page</b>	<b>Vehicle Requirements</b>	<b>Additional Capital Cost</b>	<b>Additional Annual Operating Cost</b>
<b>Current</b>	Add earlier Downtown/Waterfront Shuttles	123	-	-	\$44,000
<b>Current</b>	Delete Line 21 Waterfront	115	-	-	(\$44,000)
<b>New</b>	Expand Downtown Shuttle System	129	6- Shuttles	\$1,020,000	\$1,360,000
<b>Current</b>	Restructure- Lines 1 & 2	89	9- 30' EVs	\$2,250,000	\$253,000
<b>New</b>	Introduce Cross Town Shuttle	131	3- 30' EVs	\$750,000	\$433,000
<b>Current</b>	Delete- Line 3 Cottage Hospital	91	-	-	(\$439,000)
<b>New</b>	Introduce Cottage Hospital Shuttle	135	2- 26' EVs	\$500,000	\$459,000
<b>New</b>	Introduce Westside/La Cumbre Shuttle	133	2- 26' EVs	\$500,000	\$444,000
<b>Current</b>	Delete Line 17 Mesa	111	-	-	(\$303,000)
<b>New</b>	Introduce Mesa Loop	137	4- 30' EVs	\$1,000,000	\$720,000
<b>New</b>	Introduce Cultural Attractions Shuttle	139	None required	-	\$44,000
<b>Current</b>	Increase headways - Line 5	93	-	-	\$288,000
<b>Current</b>	No change- Line 16 City College	110	-	-	-
<b>Current</b>	No change- Line 22 Old Mission	116	-	-	-
<b>Total Additional Cost - City of Santa Barbara</b>			<b>26 electric</b>	<b>\$6,020,000</b>	<b>\$3,259,000</b>



## A TRANSPORTATION MODE THAT COMPETES WITH THE AUTOMOBILE

Residents of Santa Barbara finally have a viable alternative to the automobile, one which provides *more* service to *more* areas of the city, *more* often. Table 4-2 below provides examples of linked points within the city which not only eliminate the need to transfer but also shorten the trip times to where they are competitive with the automobile.

TABLE 4-2 TRIP PLANNER -- SANTA BARBARA

Transit Trip	Current Service Total Trip Time (min.)	Proposed Service Total Trip Time (min.)	Minutes Saved	Transfer Eliminated
From: The Lower Westside (San Pascual & Ortega)				
To: Cottage Hospital	26	15	11	Yes
Loreta Plaza	45	30	15	Yes
Camino Real Market Place	45	25	20	Yes
From: The Upper Westside (San Andres & Valerio)				
To: Cottage Hospital	22	8	14	Yes
Downtown Goleta	31	15	16	Yes
Camino Real Market Place	43	27	16	Yes
From: The Mesa (Cliff & Meigs)				
To: Downtown Santa Barbara	19	10	9	Not Applicable
From: City College (Cliff & Loma Alta)				
To: Mission and San Andres	30	10	20	Yes
Cottage Hospital	24	14	10	Yes
From: The Eastside (Milpas & Carrillo)				
To: Mission and Gillespie	35	27	8	Yes
From: Mid Town Santa Barbara (State & Mission)				
To: Carpinteria (Carpinteria & 7th)	50	35	15	Yes

## GOLETA

The transit improvements for Goleta focus on **enhancing existing service, adding additional express service, and the introduction of electric shuttles**. These improvements are aimed at improving neighborhood circulation and connections to bus service, shopping, and major activity centers in Carpinteria, downtown Santa Barbara and the Westside. It will continue to meet the basic mobility needs of the transit dependent. However, it will also be geared to attract new riders who currently must rely on the automobile for transportation. Collectively these improvements will satisfy the traffic impediment criteria set forth as follows in the *Goleta Transportation Improvement Plan (GTIP)*<sup>28</sup>:

- **Near comparable travel time between transit, the automobile and other modes;**
- **Adequate transit boarding opportunities;**
- **Additional bus service during the midday period as well as post-peak hour periods;**
- **An increase in the number of express lines going to and from Goleta;**
- **Increased frequency of existing service.**
- **Implementation of electric shuttle routes as a scenic alternate for short trips**

All of the following services have been designed with *two goals in mind*:

- (a) Provide expeditious movement of passengers from point to point (e.g. from Winchester Canyon to the Camino Real Market Place), and:
- (b) Accommodate the movement of passengers requiring a transfer in order to reach their end destination (e.g. from Winchester Canyon to Hollister and Storke, transferring to a Santa Barbara Express)

To produce the required ridership to make these shuttles and other services viable, ***it is essential that the needs of both groups of these riders be accommodated.***

The following is a synopsis of the recommended service improvements on a route by route basis with the maps in Figures 4-4 and 4-5 illustrating the extent of the improved transit circulation.

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<sup>28</sup> Adopted by the Santa Barbara County Board of Supervisors in 1997 and annotated in Chapter Four.

FIGURE 4-4 GOLETA LOCAL ROUTES

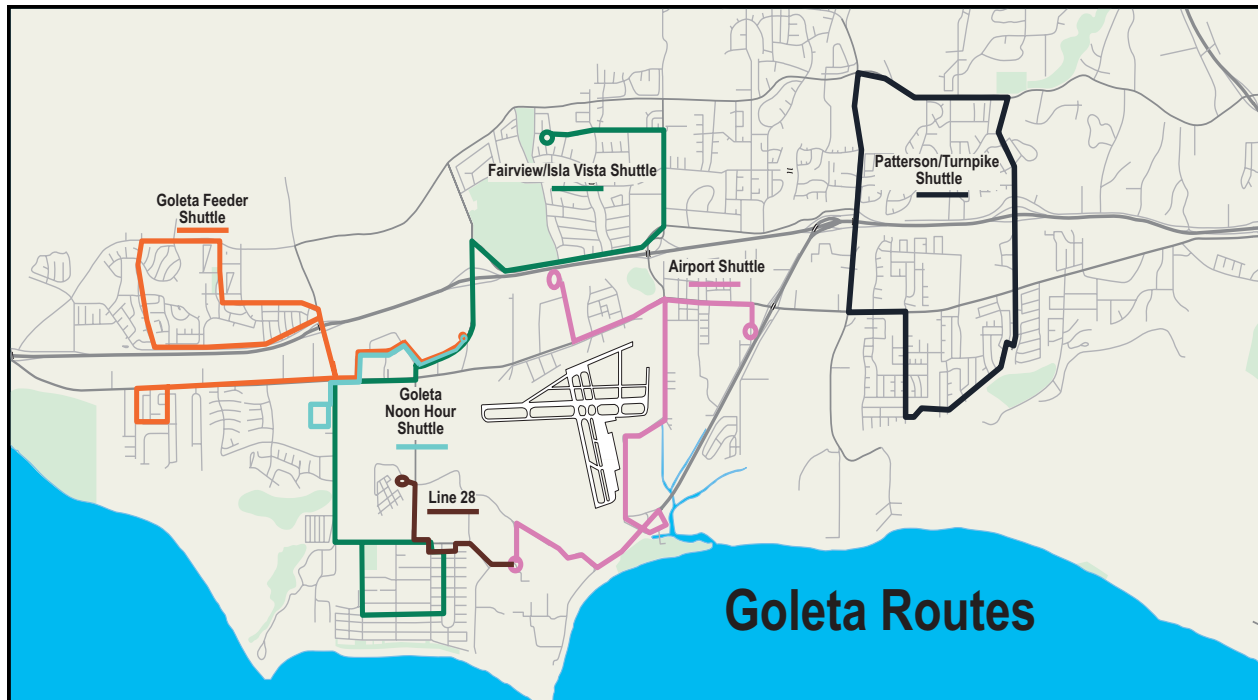
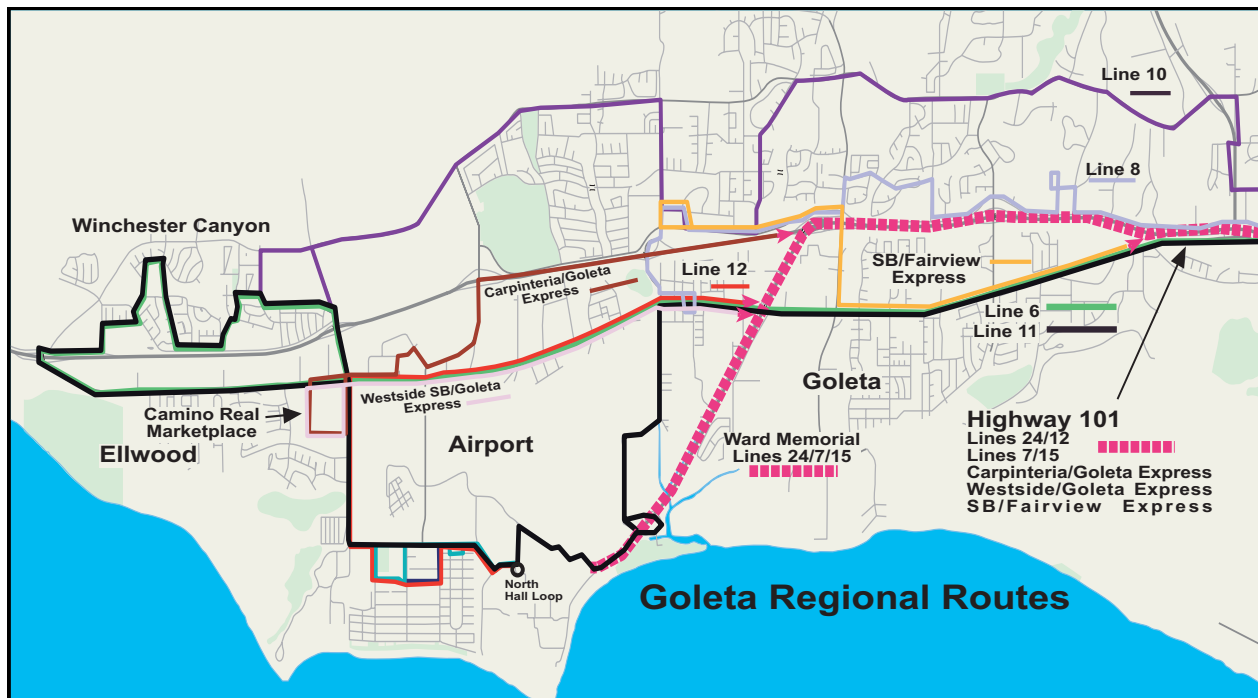


FIGURE 4-5 GOLETA REGIONAL ROUTES



## GOLETA RECOMMENDATIONS

### LOCAL SERVICE

Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-3.

**Restructure Line 23** (page 117) to incorporate existing **Line 25** (page 119). This will improve headways from 60 minutes to 30 minutes and streamline the route. The existing Line 25 will be discontinued to accommodate this change. The restructured Line 23 will be interlined with Lines 6 and 11 to create a vital “no change” service between downtown Santa Barbara, UCSB and the Camino Real Marketplace for commuters, shoppers and youth sports participants.

The **Fairview/Isla Vista Shuttle** (page 143) will not only link these two destinations, but by virtue of its route via the Camino Real Market Place, will provide direct access to the shopping center and playing fields for residents of Isla Vista and the Fairview/Stow Canyon area. The existing **Line 9** (page 99) will be discontinued to accommodate this route.

The **Airport Shuttle** (page 149) is an intermodal service that will satisfy multiple purposes by linking the airport with all transit lines along the Hollister corridor, providing public transportation to Goleta Beach and enhancing the connection between UCSB/Isla Vista and the Airport. An added benefit for Goleta residents and UCSB students is more frequent service to and from Goleta Beach.

The **Goleta Feeder Shuttle** (page 145) will connect close-in shoppers and commuters in the Ellwood and Winchester Canyon neighborhoods to the Camino Real Market Place and Hollister Industrial corridor. The shuttle will also provide the residents with easy connections to express buses that provide fast, direct service to Santa Barbara and Carpinteria.

The **Goleta Noon Hour Shuttle** (page 147) is designed to prevent midday *stranding* of those in the Hollister Industrial Park who commute by public transportation. The shuttles offer fast, convenient trips to the Camino Real Market Place for lunch or to run errands.

The existing **Cathedral Oaks Line 10** (page 100) will be upgraded from morning and afternoon peak hour trips to an all day service thereby enabling its riders, particularly senior citizens, the freedom to make doctor appointments and go shopping and still have a way back home. Additionally, service will be added to the **Line 27** (page 121), which is interlined with the Line 10, thereby providing an all day service from the Cathedral Oaks area to both the Camino Real Marketplace Dos Pueblo High School and UCSB.

The **Patterson/Turnpike Shuttle** (page 151) will be implemented into a residential area currently not served by transit. It will provide residents located south of Hollister Avenue as well as those north of US 101 with the opportunity to use shuttles as a replacement for the automobile on short trips for shopping, entertainment, or recreational purposes. In addition the shuttle will enable residents to access express and local services for their daily commute.

REGIONAL SERVICES

**Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-8.**

The existing ***Line 6 State/Hollister Local*** (page 95) will be re-routed from its current Fairview Center end destination to continue west from Downtown Goleta to the Camino Real Market Place, Ellwood and Winchester Canyon. ***Line 6 and Line 11*** (pages 95 & 101) will both be interlined Carpinteria buses in the downtown Santa Barbara transit corridor thus providing greater access to the downtown area from the east and west. The combination of Line 6 and the existing Line 12 will provide fifteen minute headways along Hollister Avenue to the Camino Real Market Place. The current ***Line 18*** (page 112) will be discontinued.

The existing ***Line 12 Goleta Express and the Line 24 UCSB Express*** (pages 103 & 118) will be upgraded to provide constant 30 minute headways all day. This will satisfy the current demand for more service and improve connectivity with other lines. Later service would be added in the evenings and on weekends to serve the travel needs for workers on late shifts and those using the bus for recreational or entertainment events. This is of particular importance with respect to the youth playing fields and movie theaters developed as part of the Camino Real Marketplace.

The current ***Line 7*** (page 97) linking City College to Isla Vista is providing an important service that is at capacity during morning hours. Therefore, extra service is required in both directions during the morning period.

The ***Carpinteria/Goleta Express*** (page 171) will accommodate residents of both communities who currently commute by automobile from densely populated residential areas to major employment centers at opposite ends of the South Coast. Congestion relief can be expected at local intersections on both ends of the of the express route which either are, or will, exceed levels of service (LOS) standards for Santa Barbara County.

The ***Fairview/Santa Barbara Express*** (page 173) is geared to provide the heavily patronized Hollister corridor between Highway 154 and Patterson Avenue with express service to downtown Santa Barbara. In addition it will link this same corridor with the Calle Real and Fairview Shopping Centers. To accommodate this service, the existing Line #26 will be discontinued.

The ***Westside/Goleta Express*** (page 167) eliminates the need to transfer at the downtown Transit Center for trips between the Westside and Goleta. This service will cut trip time in half between the heavily populated lower and upper Westside and the jobs and shopping in the west Goleta area.

The current ***Line 15 Express*** (page 109) linking Isla Vista and UCSB to the Mesa and the ***Line 8 Calle Real*** (page 98) are providing excellent service and will not be changed.

**TABLE 4-3 GOLETA SERVICE**  
(IN 1998 DOLLARS)

Current or New Service	Description	Refer Page	Vehicle Requirements	Additional Capital Cost	Additional Annual Operating Cost
Current	Add service- Line 10 Cathedral Oaks	100	-	-	\$45,000
Current	Delete- Line 18 Goleta Loop	112	-	-	(\$110,000)
Current	Restructure Line 23 Winchester Canyon	117	-	-	\$340,000
Current	Delete- Line 25 Ellwood	119	-	-	(\$340,000)
Current	Add service- Line 27 UCSB Shuttle	121	-	-	\$45,000
New	Introduce Fairview/Isla Vista Shuttle	143	2- 30' EVs	\$500,000	\$387,000
Current	Delete- Line 9 Isla Vista/Stow Canyon	99	-	-	(\$167,000)
New	Introduce Goleta Feeder Shuttle	145	4- Shuttles	\$680,000	\$224,000
New	Introduce Goleta Noon Hour Shuttle	147	(incl. above)	(incl. above)	\$102,000
New	Introduce Airport Shuttle	149	2- Shuttles	\$340,000	\$409,000
New	Introduce Patterson/Turnpike Shuttle	151	2- 26' EVs	\$500,000	\$347,000
Current	Restructure Line 28 UCSB/Isla Vista Shuttle	122	-	-	-
<b>Total Additional Cost- Goleta</b>			<b>10 electric</b>	<b>\$2,020,000</b>	<b>\$1,282,000</b>

**TABLE 4-4 TRIP PLANNER- GOLETA**

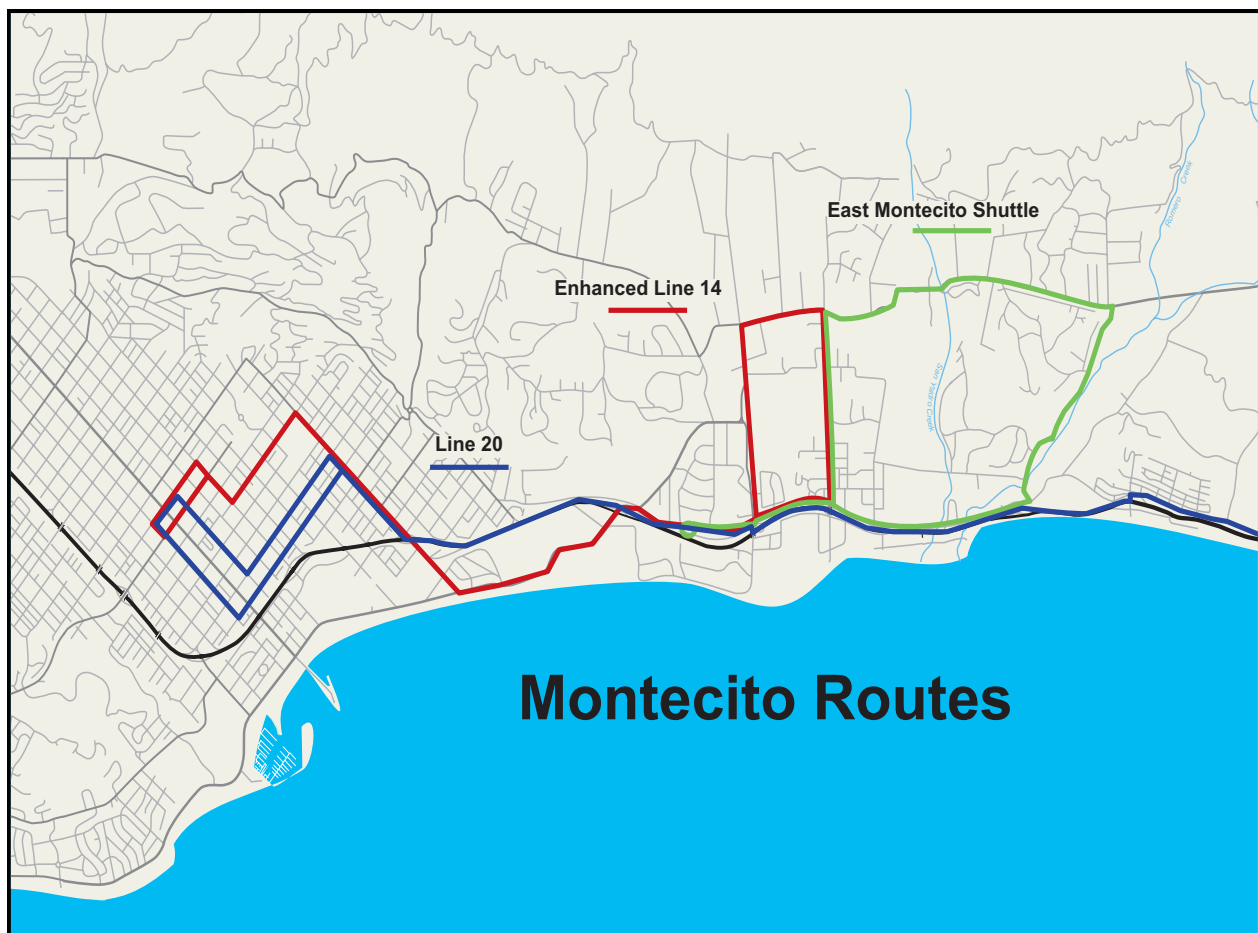
Transit Trip	Current Service Total Trip Time (min.)	Proposed Service Total Trip Time (min.)	Minutes Saved	Transfer Eliminated
<b>From: Downtown Goleta (Hollister &amp; Pine)</b>				
<b>To: Westside (San Andres &amp; Valerio)</b>	36	15	21	Yes
<b>(San Pasqual and Ortega)</b>	26	19	7	Yes
<b>From: Fairview Center (Fairview &amp; Encina)</b>				
<b>To: Camino Real Marketplace</b>	30	10	20	Yes
<b>From: Hollister Corridor (Hollister &amp; Turnpike)</b>				
<b>To: Anacapa &amp; Ortega</b>	50	25	25	Yes

## MONTECITO

Montecito's large geographic area has always necessitated the Line 14 taking a meandering route through this scenic area. This has been done to accommodate as many of the residents and workers as economically possible.

The SCTP plan for Montecito will provide a more efficient service, with routes being restructured to shorten trip time on the bus, thus making the service more convenient. The following briefly describes the recommended service improvements in Montecito with the map in Figure 4-6 illustrating the extent of the improved transit circulation.

FIGURE 4-6, MONTECITO ROUTES



## MONTECITO RECOMMENDATIONS

### LOCAL SERVICE

**Detailed cost information for the proposed service improvement can be found in Table 4-5.**

The existing **Line 14 Montecito** (page 107) will be shortened at its eastern end to cover only the inner loop of Olive Mill/East Valley/San Ysidro and North Jameson. By shortening up the route the line will be able to operate on a clock face schedule while providing residents with a faster, more direct trip to the lower east side, or downtown Santa Barbara.

**The East Montecito Shuttle** (page 155) will use a small electric vehicle to link the outer loop of East Valley/Sheffield and North Jameson to the shopping at Coast Village Road as well as connections to Line 14 or Line 20 to the eastside and downtown Santa Barbara.

**TABLE 4-5 MONTECITO SERVICE**

(IN 1998 DOLLARS)

Current or New Service	Description	Refer Page	Vehicle Requirements	Additional Capital Cost	Additional Annual Operating Cost
New	Introduce East Montecito Shuttle	155	1- Shuttle	\$170,000	\$246,000
<b>Total Additional Cost- Montecito</b>				<b>\$170,000</b>	<b>\$246,000</b>

### REGIONAL SERVICES

**Detailed cost information for the proposed regional service can be found in Table 4-8.**

The existing **Line 20 Carpinteria local service** (page 113) will be interlined with Goleta buses in the downtown transit corridor and service improved to provide regular 30 minute “clockface” trips throughout the day. Later service will be added on weekdays as well as earlier and later service on weekends to accommodate Montecito commuter needs and connections to other service.

The current **Line 14 Montecito** (page 107) between downtown Santa Barbara and Montecito will be shortened at the Montecito end to cover the more heavily used inner loop<sup>29</sup> (Olive Mill/East Valley/San Ysidro). The outer loop (East Valley/Sheffield/ North Jameson) loop will be served by the East Montecito Shuttle (above) originating on Coast Village Road. The current 30’ diesel bus be replaced with a 30’ electric bus.

<sup>29</sup> The S.B./Eastside on-board survey showed that 67.0% of the total passengers traveling east of Coast Village Road, reside on the inner loop.



## CARPINTERIA

The SCTP routes for Carpinteria reflect the recommendations by the community for increased transit service as expressed in the 20/20 Vision for Carpinteria's future. Carpinteria residents call for increased transit service, especially electric shuttles, signifies the commitment of this beachside community to address congestion problems before they become an issue. With some of the regions fastest growing companies as well as a broad mix of residential housing, Carpinteria is poised to capitalize on the benefits of increased transit service.

The proposed Carpinteria shuttles will accommodate the transportation needs for residents who find the current Line 20 service is not convenient. Shuttles will traverse popular Linden Avenue, linking it to neighborhoods, the beach, and the Industrial Park on Mark Ave. These shuttles also offer easier connections to the expanded regional service offered by the Carpinteria/Goleta Express, Carpinteria/Santa Barbara Express, and enhanced service on Line 20.

The following describes the recommended service improvements on a route by route basis with the maps in Figure 4-7 illustrating the extent of the improved transit circulation.

**FIGURE 4-7, CARPINTERIA ROUTES**



## CARPINTERIA RECOMMENDATIONS

***Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-6.***

### LOCAL SERVICES

***The Carpinteria Feeder/Shopper Shuttle*** (page 159) will link the area north of US 101 between Santa Ynez Avenue and Casitas Pass Road with the downtown shopping area. It will also enable riders to connect to increased MTD local and express services at key bus stops.

***The Carpinteria Noon Hour Shuttle*** (page 161) is designed to prevent the midday *stranding* of those in the Mark Avenue Industrial Park who commute by public transportation. The shuttles offer fast, convenient trips to Downtown Carpinteria for lunch or to run errands.

***The Carpinteria Weekend Beach Shuttle*** (page 163) This is an extension of the Feeder/Shopper Shuttle wherein the southern end of the route at Fifth Street is extended as far as Sandyland Road at the beach. While it will continue to ferry people from north of the freeway to the shopping areas, it will also enable them to visit the beach where parking is limited. This route will also benefit campers by providing them with ready access to the downtown shopping area.

### REGIONAL SERVICES

***Detailed cost information for the proposed improvements for each of the following routes can be found in Table 4-8.***

The ***existing Line 20 Carpinteria local service*** (page 113) will be improved to provide regular 30 minute clockface service throughout the day. Later service will be added on weekdays as well as earlier and later service on weekends.

The ***Carpinteria/Goleta Express*** (page 171) will provide a trip time that is competitive with the automobile by linking the Carpinteria area, the Hollister Industrial Park and the Camino Real Market Place. Residents from neighborhoods at both ends of US 101 will be able to use this express to commute quickly to jobs in Carpinteria and Goleta.

A new ***Carpinteria/Santa Barbara Express***<sup>30</sup> (page 169) will be introduced. Operating on a regular basis throughout the day this line will provide commuters going to the Mark Avenue Industrial complex or Carpinteria residents going to Santa Barbara with a fast (25/30 minute) trip.

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<sup>30</sup> Currently there are a minimal number of express trips run by Line 20.

**TABLE 4-6 CARPINTERIA SERVICE**  
**IN 1998 DOLLARS**

<b>Current or New Service</b>	<b>Description</b>	<b>Refer Page</b>	<b>Vehicle Requirements</b>	<b>Additional Capital Cost</b>	<b>Additional Annual Operating Cost</b>
<b>New</b>	Introduce Carpinteria Feeder/Shopper Shuttle	159	3- Shuttles	\$510,000	\$404,000
<b>New</b>	Introduce Carpinteria Noon Hour Shuttle	161	(incl. above)	(incl. above)	\$43,000
<b>New</b>	Introduce Carpinteria Weekend/Beach Shuttle	163	(incl. above)	(incl. above)	\$100,000
<b>Total Additional Cost- Carpinteria</b>			<b>3 electrics</b>	<b>\$510,000</b>	<b>\$547,000</b>

**TABLE 4-7 TRIP PLANNER -CARPINTERIA**

<b>Transit Trip</b>	<b>Current Service Total Trip Time (min.)</b>	<b>Proposed Service Total Trip Time (min.)</b>	<b>Minutes Saved</b>	<b>Transfer Eliminated</b>
<b>From:</b>	<b>Mark Avenue</b>			
<b>To:</b>				
<b>Downtown Santa Barbara</b>	55	30	25	Not Applicable
<b>From:</b>	<b>Downtown Carpinteria (Carpinteria &amp; 7th)</b>			
<b>To:</b>				
<b>Downtown Santa Barbara</b>	42	25	17	Not Applicable
<b>Camino Real Marketplace</b>	72	47	25	Yes

## SUMMARY OF REGIONAL SERVICE

MTD's regional service encompasses the area from Carpinteria to Winchester Canyon. By consolidating selected existing lines, increasing service on others, and adding new lines, the SCTP makes the region much more amenable to transit.

These regional routes and their purposes have already been outlined under the local entity headings. However, because their costs cannot be allocated to a specific entity they are shown separately in **Table 4-8**, below. A trip planner for the regional routes is shown in **Table 4-9**.

**TABLE 4-8 REGIONAL COSTS**  
(IN 1998 DOLLARS)

Current or New Service	Description	Refer Page	Vehicle Requirements	Additional Capital Cost	Additional Annual Operating Cost
<b>Current</b>	Restructure- Line 6 Fairview Center	95	1x 40' L.F.Bus	\$300,000	\$438,000
<b>Current</b>	Add service - Line 7 Isla Vista/City College	97	-	-	\$20,000
<b>Current</b>	Add service- Line 12 Goleta Express	103	1x 40' L.F.Bus	\$300,000	\$287,000
<b>Current</b>	Restructure Line 14 Montecito/Santa Barbara	107	1- 30' EV	\$250,000	(\$132,000)
<b>Current</b>	Add service- Line 20 Carpinteria	113		-	\$90,000
<b>Current</b>	Add service- Line 24 UCSB Express	118	1x 40' L.F.Bus	\$300,000	\$287,000
<b>Current</b>	Delete- Line 26 North Fairview Express	120	-	-	(\$16,000)
<b>New</b>	Introduce Santa Barbara/Fairview Express	173	3x 40' L.F.Bus	\$900,000	\$742,000
<b>New</b>	Introduce Carpinteria/Goleta Express	171	(from Lines 1/2)	-	\$819,000
<b>New</b>	Introduce Carpinteria/Santa Barbara Express	169	1x 40' L.F.Bus	\$300,000	\$566,000
<b>New</b>	Introduce Westside/Goleta Express	167	3x 40' L.F.Bus	\$900,000	\$579,000
<b>Current</b>	No change Line 15 Mesa/UCSB Express	109	-	-	-
<b>Current</b>	No change to Line 11 State/Hollister to UCSB	101	-	-	-
<b>Current</b>	Restructure- Line 8 Calle Real	98	-	-	-
<b>Total Additional Cost - Regional</b>			<b>1 electric &amp; 10 diesel</b>	<b>\$3,250,000</b>	<b>\$3,680,000</b>

**TABLE 4-9**  
**REGIONAL TRIP PLANNING TABLE**

Transit Trip	Current Service Total Trip Time (min.)	Proposed Service Total Trip Time (min.)	Minutes Saved	Transfer Eliminated
<b>From: The Lower Westside (San Pascual &amp; Ortega)</b>				
<b>To:</b>				
<b>Camino Real Marketplace</b>	45	25	20	Yes
<b>From: The Upper Westside (San Andres &amp; Valerio)</b>				
<b>To:</b>				
<b>Downtown Goleta</b>	31	15	16	Yes
<b>Camino Real Market Place</b>	43	27	16	Yes
<b>From: Hollister Corridor (Hollister &amp; Turnpike)</b>				
<b>To:</b>				
<b>Anacapa &amp; Ortega</b>	50	25	25	Yes
<b>From: Downtown Carpinteria (Carpinteria &amp; 7th)</b>				
<b>To:</b>				
<b>Downtown Santa Barbara</b>	42	25	17	Not Applicable
<b>Camino Real Marketplace</b>	72	47	25	Yes
<b>From: Mid Town Santa Barbara (State &amp; Mission)</b>				
<b>To:</b>				
<b>Carpinteria (Carpinteria &amp; 7th)</b>	50	35	15	Yes

## TOTAL SYSTEM COSTS

The total system costs for the five regions described in this Chapter are summarized *Table 4-10, Total System Costs*. This table recaps the total vehicle requirements as well as the additional capital and operating costs needed to implement the service of the South Coast Transit Plan. The next Chapter, *Transit Enhancements*, focuses on what is needed beyond new routes and expanded service to attract new transit users. Both the proposed service (described in Chapter Four) and the transit enhancements (described in Chapter Five) are prioritized in terms of recommended funding in Chapter Six.

**TABLE 4-10 TOTAL SYSTEM COSTS**

<b>Description</b>	<b>Vehicle Requirements</b>	<b>Additional Capital Cost</b>	<b>Additional Annual Operating Cost</b>
Total Additional Cost - City of Santa Barbara	26 electric	\$6,020,000	\$3,259,000
Total Additional Cost- Goleta	10 electric	\$2,020,000	\$1,282,000
Total Additional Cost- Montecito	1 electric	\$170,000	\$246,000
Total Additional Cost- Carpinteria	3 electrics	\$510,000	\$547,000
Total Additional Cost - Regional	1 electric & 10 diesel	\$3,250,000	\$3,680,000
<b>Total Additional Cost - System</b>	<b>41 electric &amp; 10 diesel</b>	<b>\$11,970,000</b>	<b>\$9,014,000</b>



## CHAPTER FIVE

# TRANSIT ENHANCEMENTS

While the SCTP thus far has focused on proposed new routes and service, there is another important component -- *transit enhancements*. Transit enhancements will play a vital role in convincing those who depend on their automobile for basic travel needs to instead use public transit. Transit enhancements refer to the infrastructure and support amenities that facilitate using transit in terms of convenience and ease of use. With the significant emphasis being placed on the role public transit will play in Santa Barbara's future, it is crucial that better amenities be part of the solution, thereby eradicating the typical complaints often cited as reasons for *not* using the bus:

- "It takes too long to get where I want to go"
- "The shelters are unlit, it doesn't feel safe at night"
- "Transferring is stressful and confusing"
- "Taking the bus is nowhere near as convenient as my car"

These issues are obvious barriers to public transit use. The enhancements visualized in the SCTP will remove such barriers, and in the process, open transit to the extent that south coast residents will have a true choice for their transportation mode.

Ease of boarding, the comfort of the ride, and the competitiveness of the elapsed time versus the automobile are all factors that, taken together, will create the necessary transit friendly atmosphere that will develop an increased rider base. The enhancements and infrastructure needed to achieve these goals have been grouped into five broad categories and described in this chapter:

- **Downtown Corridor**
- **General**
- **Promotion**
- **County**
- **Electric Infrastructure**

***The estimated funding required to implement these enhancements is presented in Chapter Six.***

### DOWNTOWN CORRIDOR

#### THE DOWNTOWN PAVILION

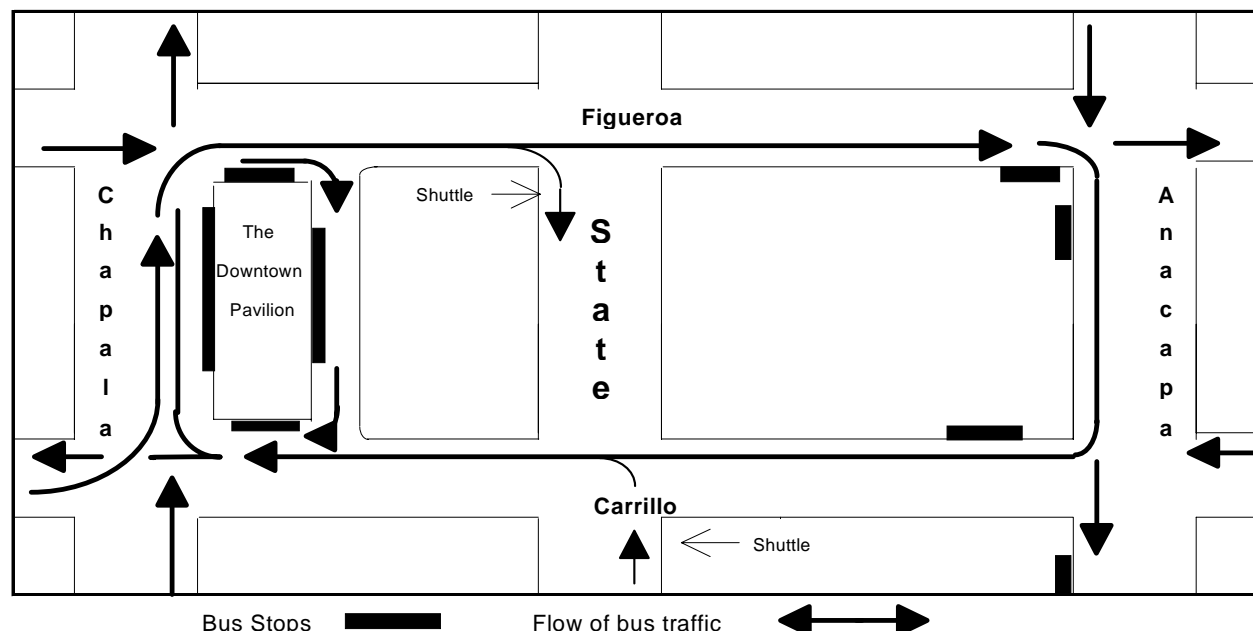
With the likely relocation of the adjoining Greyhound Bus station, the Carrillo Hotel redevelopment, and the building of a Saks Fifth avenue at the former JC Penney site, the MTD



Transit Center is amidst many changes. Furthermore, the City of Santa Barbara, in response to concerns of downtown merchants (especially those above Carrillo Street) is considering significant expansion of the public facility (Lot 3) adjacent to the transit center. While the Transit Center has served a vital function<sup>31</sup> its role clearly can be changed in order to support and enhance these potential improvements.

To meet the parking need and serve as a centerpiece for downtown service, the MTD proposes the construction of a new dual purpose parking/transit structure. The parking/transit structure (referred to hereinafter as the Downtown Pavilion) would be a vital part of improving circulation throughout the new transit corridor in the heart of downtown, promoting alternative transportation and providing new amenities for the area. With the ground floor designed for transit, bicycle lockers, and parking, the upper floors of the structure are dedicated to parking only. For transit purposes the interior would include electronic information kiosks, public and driver restrooms, route maps/murals to provide bus and shuttle information and points of interest to arriving motorists, comfortable seating areas, vendor carts for coffee, snacks and newspapers, and other amenities to make the transit experience more enjoyable. In addition, the facility would serve as the location for placement of charging stations to support the growing fleet size and capabilities of MTD's electric vehicles. Please see Appendix 3 for conceptual study sketches of the Pavilion.

**FIGURE 5-1 DOWNTOWN PAVILION CIRCULATION**



<sup>31</sup> Approximately 5,500 transfers occur at the Transit Center on an average weekday. With most lines on a clock-face schedule, the passenger leaves the Transit Center on another line within a minute or two of arriving. A "common" bus stop of this type eliminates the need to cross streets, wait for traffic lights, or walk considerable distances to make your connection.

The Downtown Pavilion would continue to serve as a recognizable *place where you catch the bus*. However, in order to provide faster service to the other parts of the downtown area, most transit vehicles would remain on the street. Curbside access can be improved by widening the northeast intersection of Carrillo at Chapala to allow boardings in front of the current Greyhound parking lot for buses continuing west, as well as the provision of boarding zones on both Chapala and Figueroa Street.

#### ENHANCED SHELTERS AT MAJOR BOARDING/TRANSFER POINTS

Clearly marked, strategically located shelters that enhance the environment are critical to enticing the traditional non-transit user. These attractive, well lit locations will offer comfortable seating, detailed route and schedule information, well designed and easy to read route maps, and an MTD information phone line. These amenities, when taken together with the proposed additional routes and increased frequencies will enable a *transit culture* to develop. Because these shelters will make the system easier to use and navigate, they will in turn increase the desirability of transit. If a customer is confident that they can board a bus or get from one bus to another without the headaches that are often associated with transit, they are more likely to give the bus a try. These shelters are recommended for placement at the following locations:

#### **DOWNTOWN SANTA BARBARA**

The success of the downtown transit corridor outlined in chapter four (encompassing the area bordered by Figueroa/Anacapa/Gutierrez and Chapala streets), is dependent on the placement of full service shelters<sup>32</sup> at strategic locations along the route, thus enabling passengers to board or quickly switch between bus lines without necessarily coming to the Pavilion. These shelters will be of particular importance to both commuters and shoppers. As the transit corridor will provide direct access to all of downtown, both incoming and outgoing bus lines will have comfortable waiting areas within a short walking distance of work or shopping. Placement of five shelters is recommended for this corridor.

Shelters that offer comfort and convenience will be necessary at other major boarding and transfer points for bus lines within the City. Sites for these shelters are recommended at eight locations: Three at the intersections of State and Micheltorena, and one each at La Cumbre, Cottage Hospital, City College, adjacent to the proposed Waterfront Aquarium parking structure, and the Santa Barbara Airport.

#### **EAST AND WESTSIDE NEIGHBORHOODS**

Shelters reflecting cultural themes are recommended for Santa Barbara's Eastside and Westside to promote the acceptance of transit as an integral part of these neighborhoods, and to support their desire to strengthen and maintain a "sense of community". MTD will work in conjunction with the City of Santa Barbara and representatives from neighborhood organizations such as the Westside Community Group and the Greater Eastside Merchants to develop appropriate shelter designs. Shelters placed at the following locations will effectively serve the noted routes. (Shown in Table 5-1).

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<sup>32</sup> Automatic Teller Machines (ATM's) are recommended for the enhanced shelters located in the Downtown transit corridor.

**TABLE 5-1**  
**EASTSIDE AND WESTSIDE NEIGHBORHOOD SHELTERS**

<b>Shelter Location</b>	<b>Routes Served</b>
<b><i>Westside</i></b>	
Mission at San Andres (westbound)	<ul style="list-style-type: none"> <li>• Line 1 Westside • Westside/La Cumbre Shuttle</li> <li>• Westside Goleta Express</li> </ul>
Rancheria at Montecito (westbound)	<ul style="list-style-type: none"> <li>• Line 5 Downtown SB</li> <li>• Westside/La Cumbre Shuttle</li> </ul>
San Pascual at Canon Perdido (westbound)	<ul style="list-style-type: none"> <li>• Line 5 Mesa/La Cumbre</li> <li>• Westside/Goleta Express</li> </ul>
Micheltorena at San Andres (eastbound)	<ul style="list-style-type: none"> <li>• Crosstown Shuttle</li> </ul>
San Andres at Micheltorena (eastbound)	<ul style="list-style-type: none"> <li>• Line 1 Downtown SB</li> <li>• Crosstown Shuttle</li> </ul>
San Andres at Micheltorena (westbound)	<ul style="list-style-type: none"> <li>• Line 1 Westside • Westside/La Cumbre Shuttle</li> <li>• Westside Goleta Express</li> </ul>
Pueblo at Bath (Cottage Hospital)	<ul style="list-style-type: none"> <li>• Cottage Hospital Shuttle</li> <li>• Westside/La Cumbre Shuttle</li> </ul>
Castillo at Victoria (Westside Center)	<ul style="list-style-type: none"> <li>• Cottage Hospital Shuttle</li> </ul>
Haley at De La Vina (eastbound)	<ul style="list-style-type: none"> <li>• Line 16 City College Shuttle</li> <li>• Mesa Loop</li> </ul>
De La Vina at Haley (westbound)	<ul style="list-style-type: none"> <li>• Line 16 City College Shuttle</li> <li>• Mesa Loop</li> </ul>
<b><i>Eastside</i></b>	
Milpas at Carpinteria (Trader Joes)	<ul style="list-style-type: none"> <li>• Line 2 Downtown SB • Line 14 Downtown SB</li> <li>• Line 20 Downtown SB • Crosstown Shuttle</li> </ul>
Milpas at Montecito (Sclaris)	<ul style="list-style-type: none"> <li>• Line 2 Downtown SB • Line 14 Downtown SB</li> <li>• Line 20 Downtown SB • Crosstown Shuttle</li> </ul>

#### ROUTE MURALS/MAPS AT MAJOR BOARDING/TRANSFER POINTS/CENTERS

Utilizing artistic murals and other artwork at strategic boarding/transfer points will promote cultural interest and integrate transit as a basic element of the community. Some cities that have included artistic murals as part of their transportation systems are Washington DC's *Metro* and London's *Underground*. Additionally, location of murals/maps at the Downtown Pavilion, the Camino Real Market Place, La Cumbre Plaza, the parking structure adjacent to the proposed Aquarium on the Waterfront and the seven enhanced shelters in the downtown Santa Barbara

transit corridor will assist those unfamiliar with transit or the City to easily understand how to get around by shuttle or bus.

## **GENERAL**

### MAINTENANCE IMAGING SYSTEM

MTD's ranking as the most efficient transit operator in the State stems in part from its first-rate vehicle maintenance system. With maintenance costs making up roughly 25% of MTD's overall budget, and a parts inventory of over \$500,000 on hand, further improvements in efficiency can translate into significant savings. A computer based maintenance imaging system that provides MTD mechanics with on-line information (vehicle manuals linked to parts) is a tool that can benefit the MTD. This system can decrease MTD's inventory and increase MTD's employee productivity, freeing up more resources for passenger service.

### FAREBOX REPLACEMENT

MTD's current fareboxes are aging and need replacement. New generation fareboxes will allow MTD more flexibility to transit customers in terms of utilizing "smart cards" which require read/write capability. Additionally, new fareboxes will increase the accuracy of fare collection and ridership data.

### EXPAND BUS/BIKE RACKS PROGRAM

In May 1996 MTD embarked on a new program to promote multi-modal transport in Santa Barbara. Front mounted bike racks which can carry two bicycles have been installed on buses as part of a demonstration program for some of MTD's routes. The Lines 12, 20, and 24 currently can accommodate bikes. The new service is free, with no additional paperwork or bus pass needed. The bike racks have thus far been very successful and an expansion of the program is considered a transit enhancement that attracts further riders to MTD's system.

### UCSB INFRASTRUCTURE

Passenger boarding opportunities both on campus as well as on University owned land adjacent to the campus are inhibiting the growth potential of transit in this area. Because the following two enhancements will require funding for right of way and road improvements, it is not possible at this time to include their costs in the SCTP:

### **CIRCULATION IMPROVEMENTS ON EL COLEGIO ROAD**

Currently the North Hall bus loop is the only location on the 989 acre campus where you can board the bus. With the construction changes currently taking place, opportunities exist for improving the transit boarding prospects of students, faculty and staff alike. A New Mesa Road extension is replacing Old University Road, with a new main entrance to the campus being incorporated into the process. In addition to the existing on-campus stop at North Hall, stops and shelters need to be added adjacent to the new main entrance on New Mesa Road, as well as at the East Gate. On El Colegio Road the existing single traffic lane in each direction from the West Gate to beyond Los Carneros necessitates MTD bus routes being specifically designed to turn on to Cervantes and other adjacent side roads solely for the purpose of letting passengers on and off. It is recommended that the University and Caltrans work cooperatively to widen El

Colegio in order to provide sufficient room for the installation of bus stops and better boarding opportunities for the students and others in that densely populated area.

#### **DIRECT ACCESS TO THE CAMPUS**

The final limiting factor to increasing the use of transit is the lack of direct access from the ocean end of Isla Vista on to the campus. Currently MTD operates an electric shuttle under contract to the Associated Students. It runs from Camino Corto (adjacent to the West Campus Housing Facility) through downtown Isla Vista to the transit circle at North Hall. However to complete the trip it has to detour all the way up to El Colegio Road, through the West Gate and then down again, in order to get on to the campus. While there are obvious reasons for needing to control the passage of vehicular traffic on and off the campus, providing direct transit access will reduce the need for on-campus parking and inherent circulation problems. The placement of an *electronically controlled vehicular gate is recommended where Trigo Road joins the campus*. This would be effective in terms of (a) providing a fast and short shuttle route to and from the university, and (b) would help students access the Isla Vista Theater and related University locations. Additionally, such a route would provide transit service for the existing San Raphael Hall as well as for the approximately 200 students to be housed in the student housing addition presently under construction.

Cost: As indicated above, costs cannot be determined at this time.
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#### **PROMOTION**

##### OVERALL MEDIA & MARKETING CAMPAIGN TARGETED TO SPECIFIC GROUPS OR AREAS

Currently, because MTD's ridership is high and the system experiences overloads on certain lines, promotions have been limited to those lines with available capacity. With the expanded service detailed in this document, however, the need for an effective advertising and promotional campaign will be heightened to draw attention to new and improved transit opportunities. The public will not change their travel habits unless they are convinced by innovative and effective marketing campaigns. The promotional concepts described in the next paragraph offer a variety of strategies to attract new riders to transit.

In an effort to promote transit use among the auto-owning public, an extensive overall media campaign featuring television, print, and radio advertising will be launched to promote the expanded transit system. The campaign will feature an innovative and dynamic style, such as the award winning "Take me to the..." series in the 1980's. Additionally, certain neighborhoods, groups, or areas will be the focus of marketing efforts to promote transit. For example, parking shortages in the downtown areas of Santa Barbara can be addressed by focusing on two major groups: County employees who currently use Downtown Parking Lot #6, and employees of downtown merchants who may be further encouraged to utilize transit. Further, employees of the Hollister industrial corridor can be encouraged to utilize new transit service such as the Noon hour shuttle to the Camino Real Marketplace and express routes. Concentrating on certain groups that are directly affected by transportation issues increases the likelihood that a promotional campaign will be successful. The cost of implementing a successful promotional campaign can be shared between the MTD and the community.

### THEME ROUTES

The teal blue signs with the distinctive clipper ship logo clearly identifies each bus stop on the MTD Downtown-Waterfront shuttle system. This unique signage has contributed to the immense success of the shuttles because its customers know that if they simply stand at a blue shuttle sign a shuttle will stop and pick them up. The signs are friendly, easy to understand and have helped to remove the mystery of the shuttle trip for those who rarely, if ever, use public transportation. The same logic can apply to installing similar unique signage at other parts of the MTD system. The Old Mission, City College, UCSB, Cottage Hospital, and the Airport, for example, are places with local points of interest, landmarks, or historical significance. MTD will develop theme route designs in cooperation with the City.

### INTERACTIVE ELECTRONIC COMMUNITY INFORMATION KIOSK

With a grant of \$120,000 in 1996<sup>33</sup> MTD developed a prototype interactive community kiosk (public computer) for use by any member of the community. The kiosk links people, places, and events by providing not only interactive transit information, but tourist and activities information. They will have touch screen monitors enabling the rider to select a destination, travel the route and view the stop. Using photorealistic Virtual Reality (VR), it is possible to zoom in for closer looks and turn 360 degrees to get a full picture of the surrounding location. Stores and restaurants in that area will be able to advertise their businesses to the user, thus increasing commerce. By using the transit schedule as a basis for organizing this information, public transit becomes an integral part of the Smart Traveler's<sup>34</sup> daily life. MTD recommends placement of the kiosks at the following high profile locations: The Downtown Pavilion, Paseo Nuevo, La Cumbre Plaza, City College, UCSB, the airport, Old Town Goleta, and the Camino Real Marketplace.

### VIRTUAL TRANSIT INFORMATION

Computerized software containing maps and bus routes can provide instant and accurate help in planning a bus trip. The transit customer simply calls an MTD transit adviser, states where they are and what their destination is. In an instant the traveler is advised what time the bus arrives, where to board, exit, and if necessary, what time a connecting bus arrives. This computer network simplifies trip planning, is easy to use and understand and removes the stress of traveling on unfamiliar transit routes.

### ENHANCING INTERNET SITE

<http://www.sbmtd.gov> Important future Internet applications for MTD include on line surveys, actual trip planning, and increased educational information. As the use of the internet increases, MTD anticipates increased efficiency through a decrease in printed materials and staff resources which are presently provided. For example, customer surveys, which play one of the critical roles in MTD's transit planning, could be administered via internet. This is especially relevant for students from UCSB and SBCC who have a high internet usage. An inter-active exchange between MTD's riders and staff will allow suggestions and complaints to be addressed punctually. The internet trip planning feature would allow users to log on, define the parameters

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<sup>33</sup> The grant was funded by Motor Vehicle Emission Reduction (MVER) funds from the Santa Barbara County Air Pollution Control District (\$60,000); The US Department of Transportation's Advanced Public Transportation Systems (APTS) (\$50,000); and \$10,000 from the MTD.

<sup>34</sup> The "Smart Traveler" is any member of the community who utilizes technology to efficiently plan their day.

of their journey, and have routes planned for them. With the internet's increasing popularity, especially in schools, the opportunities for disseminating educational information are growing.

#### WORK WITH AGENCIES TO PROMOTE TRANSIT

Many entities, both private and public, have voiced their commitment to expanding the role of transit in the community. Traffic Solutions, a division of SBCAG, must be encouraged to utilize their resources to promote transit expansion by offering more strategies that increase transit use, such as expanded employer and employee incentives.

**COST: Can be accomplished with existing Traffic Solutions Resources.**

## **COUNTY**

### GOLETA SHELTERS

Enhanced shelters are needed to support existing heavy, and expected new, ridership in Old Town Goleta.

### CARPINTERIA SHELTERS

Street improvements scheduled in early 1998 on Carpinteria Avenue between Holly and Palm Streets will include upgrades to existing MTD bus stops. However, the two most frequently used bus stops in the City are located at Via Real/Mark Avenue and Carpinteria Avenue/Casitas Plaza, both of which are outside the area of improvement. Enhanced shelters are planned for these two stops in order to provide the same comfort, safety and access to information benefits as those recommended above for the other parts of the MTD system.

## **ELECTRIC INFRASTRUCTURE**

The customer enthusiasm and positive response to the MTD electric vehicle fleet reflects the community's desire for a progressive transit system. MTD is building upon that with plans for expansion of the electric fleet capabilities and the implementation of a rapid recharge system.

### RAPID RECHARGER

MTD's battery electric bus fleet is the largest in the world and has brought about dramatic increases in ridership, environmental benefits, and energy savings. The MTD fleet is 25% electric. The only limiting factor of the electric buses is their range (roughly 80 miles) and the time it takes for recharge (roughly 8 hours). Introduction of an in-service, high-power rapid recharge capability, however, would grant battery electric buses the same range potential as diesel buses (over 200 miles) by allowing an in-service re-charge which would take only six minutes.

In 1996, under the auspices of the US Department of Energy, the MTD joined with other interested parties to form the Santa Barbara chapter of the Clean Cities Coalition. The goal of the coalition was to promote alternate fuels in the private and public sector. Based on MTD's well established success with electric buses, electric transportation was a key area of focus. The MTD is seeking funding from the US Department of Energy to carry out a demonstration project of the rapid re-charger.

Successful application of this technology would allow the MTD to offer battery-electric service to virtually any part of MTD's service system. Implementation of rapid re-charge stations will require a designated area where a bus can pull up and park for the six minute re-charge. Placement of these rechargers at strategic locations will provide MTD a greater degree of flexibility in committing electric vehicles to service. Assuming these chargers are successful, they will be located at the Downtown Pavilion, Goleta, and in Carpinteria.





## CHAPTER SIX RECOMMENDED FUNDING

This chapter presents the funding recommendations for the South Coast Transit Plan, incorporating the Transit Service in Chapter Four and the Transit Enhancements in Chapter Five. These recommendations are presented in terms of 1998 dollars.

The chapter is arranged in three parts: *I. Potential Funding Sources; II. Recommended Funding Plan for Transit Service; and, III. The Estimated Funding Requirements for Transit Enhancements.*

### I. POTENTIAL FUNDING SOURCES

As a federally designated Metropolitan Planning Organization (MPO), the Santa Barbara County Association of Governments (SBCAG) is the conduit for local and regional transportation funding. SBCAG plans, selects, and approves all transportation projects that are funded from various federal, state and local sources.<sup>35</sup> The potential sources for transit funding are summarized in **Table 6-1**. These represent federal funds authorized by the Intermodal Surface Transportation Efficiency Act (ISTEA), and local funds from the Santa Barbara County Measure D Transportation Program.

The funding shown in Table 6-1 is based on the most recent information available. Actual funding data for programs authorized by ISTEA will not be available until Congress authorizes the next version (currently known as NEXTEA) later this year. ISTEA programs eligible to fund transit projects include:

- Congestion Mitigation and Air Quality (CMAQ)- Projects authorized for CMAQ funds must provide a demonstrable emissions benefit and contribute to attainment of the national ambient air quality standards (NAAQS). This is comprised of programs to facilitate non-automobile travel and generally reduce the need for single occupant vehicle travel, including funding for transit capital projects and operation of transit service for up to three years.
- Surface Transportation Program (STP)- STP funds allow the most programming flexibility among programs authorized under ISTEA. STP funds may be used for transit program capital costs, publicly owned intercity bus terminals, transit research and development projects, and Transportation Control Measures (TCM's) as defined in the federal Clean Air Act to include improved public transit.
- Transportation Enhancement Activities (TEA)- Transit projects eligible for these funds include pedestrian and bicycle facilities, and scenic beautification.
- State Transportation Improvement Program (STIP)- Capital funds for bus procurement and other transit projects are eligible for STIP funds following passage of (SB) 45 in 1997. Prior to passage of this bill, transit funding was limited to bus rehabilitation projects only.

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<sup>35</sup> Federal Transportation Improvement Program (FTIP) adopted by SBCAG on January 26, 1996.

For estimating purposes, the amounts previously authorized by ISTEA are the basis for Congestion Mitigation and Air Quality (CMAQ), Surface Transportation Program (STP) and the State Transportation Improvement Program (STIP) funds. Actual funds are expected to be equal to or exceeded by NEXTEA. The funding for Transportation Enhancement Activities (TEA)<sup>36</sup> is based on the current amount held in reserve by SBCAG.

Measure D was approved by voters of Santa Barbara County in November, 1989. As a result of the passage of Measure D, the local sales tax was increased county wide by ½¢ effective April 1, 1990. This transportation tax will be in effect for a total of twenty years with revenues being allocated for transportation improvements.

The Measure D funding represents the estimated amounts allocated by SBCAG for the next five years. Measure D is comprised of two programs: the *Local Program* which is managed by local agencies for street, transit and bikeway improvements; and the *Regional Program* managed primarily by SBCAG for state and regional projects and specialized transit projects<sup>37</sup>. After a deduction of approximately 1% for miscellaneous expenses, the remaining revenues are then divided on a ratio of 70% to local agencies and 30% for state and regional projects and paratransit. The funds in Table 6-1 reflect the *Local Program funds* eligible for transit projects. The fixed route transit service provided by MTD *does not qualify for the Regional Program funds*. Local agencies have the discretion to use any or all of their local Measure D revenues for new or expanded transit service, or for other projects if they are deemed to be more important.

Table 6-1 also indicates which funds qualify for capital costs, operating assistance, or both. SBCAG has the latitude to exchange funds to accommodate project needs. For example, STP Capital Funds can be exchanged for General Funds and applied to operating assistance.

The allocation of ISTEA funds is a competitive process wherein SBCAG selects projects nominated by local agencies, including MTD. Typically transit capital projects such as buses are awarded for a specific fiscal year. CMAQ operating assistance funds, on the other hand, can be allocated over a three year period. Local agencies determine which projects will be funded by Measure D. Both ISTEA and Measure D provide the flexibility to fund capital costs from one source and operating costs from another, e.g., bus procurement can be funded as an STP project and the operating costs for the same project can be funded by CMAQ for up to three years or from Measure D indefinitely.

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<sup>36</sup> The reserve is included in the 1998 Regional Transportation Improvement Program (RTP) adopted by SBCAG in February, 1998.

<sup>37</sup> A small amount (1.5625%) of the Regional Program is dedicated to paratransit.

TABLE 6-1 POTENTIAL TRANSIT FUNDING SOURCES

(IN THOUSANDS OF DOLLARS)

Funding Program		Transit Capital    Operating		Annual Allocations					Total Funding
ISTEA									
CMAQ									
Federal		X	X						\$7,107
State		X	X						\$627
Total CMAQ									\$7,734
STP									
Federal		X							\$1,750
State (Regional STP)		X							\$7,300
State		X							\$4,245
Local STP		X							\$7,445
Total All STPs									\$20,740
TEA	Total	X							\$3,100
STIP	Total	X							\$59,189
Total ISTEA									\$90,763
Measure D									
	Local Program Only:			98-99	99-00	00-01	01-02	02-03	Total
	Buellton	X	X	\$182	\$188	\$193	\$199	\$206	\$968
	Carpinteria	X	X	\$587	\$610	\$633	\$657	\$683	\$3,170
	Guadalupe	X	X	\$283	\$292	\$303	\$313	\$324	\$1,515
	Lompoc	X	X	\$1,583	\$1,647	\$1,713	\$1,783	\$1,855	\$8,580
	Santa Barbara City	X	X	\$3,359	\$3,497	\$3,640	\$3,790	\$3,945	\$18,231
	Santa Barbara County	X	X	\$6,211	\$6,468	\$6,735	\$7,014	\$7,303	\$33,731
	Santa Maria	X	X	\$2,600	\$2,707	\$2,818	\$2,933	\$3,053	\$14,111
	Solvang	X	X	\$239	\$246	\$255	\$263	\$272	\$1,275
Total Measure D				\$15,044	\$15,655	\$16,290	\$16,952	\$17,641	\$81,581

## II. RECOMMENDED FUNDING PLAN FOR TRANSIT SERVICE

While all of the service proposed in Chapter Four is important, its cost and scope suggest that implementation priorities be established. The priority order recommended by MTD for funding purposes is presented below and summarized in **Table 6-2** at the end of the Chapter. The priority order considers the effectiveness of: immediate transit or traffic mitigation needs; the potential for attracting new transit riders; and, timing of the service to future development in the region.

For maximum effectiveness the design of many of the bus lines proposed in Chapter Four require a combination of restructuring and/or deletion of existing service and the addition of new service. The interaction of these lines require their concurrent implementation and funding. For example, the Goleta Trunk/Express is predicated on the restructuring of Lines 6 and 23, addition and restructuring of service on Lines 12 and 24, and deletion of Lines 18 and 25. Funding, therefore, is required for the combined total. This interaction is reflected in the priority for implementation described in subsequent pages. Each funding priority includes a description of

the service, MTD operating cost, vehicle requirements (quantity of buses), capital cost, and operating assistance requirements.

In addition to funding and cost data, each recommended funding priority includes the approximate number of annual automobile trips that are anticipated to be removed from the road if the proposed service is implemented. The sum of the annual vehicle trips removed are included in the Table 6-2 Funding Summary. The calculations for the reduction in annual automobile trips are detailed in **Appendix 2**. The calculations are based on an analysis of the estimated number of new riders and gains and losses of current riders resulting from implementation of the SCTP. Estimates are based on *passengers per hour data* from similar existing MTD service and assumes that an increase in transit ridership will result in a proportionate reduction in automobile trips.

### Capital Costs

As Table 6-1 suggests, sources for capital funds are more readily available than operating funds. The capital costs for the bus projects described in this funding plan are viable candidates for ISTEA and Measure D funds.

### Operating Assistance

It is assumed that the operating costs to implement the proposed service will be funded in part from directly generated revenues from fares, and from subsidies (operating assistance) received from federal or local sources. For purposes of estimating operating assistance needs, MTD has equated the required subsidies to the difference between operating costs and fare revenues. Currently, fare revenues cover nearly half of MTD's operating costs. For Fiscal Year 1997 the MTD fare revenue (farebox recovery rate) is 45.9%,<sup>38</sup> based on the following:

	<u>Fiscal Year 1997</u>
Operating Cost	\$9,441,144
Fare Revenues	\$4,336,560
Farebox recovery	45.9%

To estimate the operating assistance for the expanded service MTD has assumed two phases of program implementation:

#### PHASE 1 DEMONSTRATION:

This assumes that the projects in Chapter Four will be approved by SBCAG as CMAQ demonstration projects. Authorization as CMAQ projects assumes funding for a three year demonstration period. The demonstration period will provide MTD the opportunity to promote the expanded service, evaluate its effectiveness and make changes where required. An average farebox recovery of 20% is projected during this phase. The low farebox recovery rate is assumed because the ridership on new service requires time to grow. During this three year period the operating costs would be underwritten by a CMAQ grant at the rate of 88.5%<sup>39</sup>.

<sup>38</sup> Farebox recovery is an important factor in determining the efficiency of a transit operator. MTD, with a farebox recovery rate of 45.9% enjoys one of the highest percentages in the state.

<sup>39</sup> 88.5% is the federal share. The local share requires funding by the agency sponsoring the CMAQ grant.

**PHASE 2 INCORPORATION INTO REGULAR SERVICE:**

This phase assumes that the route is successful after three years<sup>40</sup> and will be incorporated into regular MTD service. It is further assumed that the route will experience a farebox recovery rate equal to the current 45.9%. The remaining costs would be underwritten by Measure D<sup>41</sup> funds or other sources available to local entities<sup>42</sup>.

As the year in which the proposed transit projects may be implemented is to be determined, all of the following costs are shown in 1998 dollars and are not adjusted for cost of living increases or other economic factors.

***Note: Please refer to the pages referenced in Chapters Seven and Eight for further description of the service proposed in the following funding plan:***

**PRIORITY #1- GOLETA TRUNK/EXPRESS**

- ***Restructure Line 6 (Fairview) (page 95) and Line 23 (Winchester Canyon) (page 117); Delete current Lines 18 (page 112) and 25 (page 119):*** An immediate need for more service to the Camino Real Marketplace will require the modification of MTD's successful west Goleta trunk lines. Extending the Line 6 from downtown Goleta to the Camino Real Marketplace and into Winchester Canyon as well as increasing service to surrounding residential areas will offer residents a viable transit option and reduce dependence on the automobile for short trips. This should reduce congestion and allow further transit access for shoppers, the large Camino Real Marketplace work force<sup>43</sup>, and the draw of youth sports facilities. This restructuring will provide greater near term access to the Camino Real Marketplace via transit for the entire Hollister Corridor and upper State Street. Resources from the deleted service (Lines 18 and 23) will help to offset the cost of the restructured service.
- ***Add midday service to the Lines 12 (page 103) and 24 Express (page 118):*** The Line 12 serves key markets from downtown Santa Barbara, Goleta and the Camino Real Marketplace to Isla Vista and UCSB; its counterpart, the Line 24 provides important express service from downtown Santa Barbara to UCSB. Like the above expanded trunk line service, increasing service on the 12 and 24 will reduce reliance on the automobile, serve core transit markets and reduce traffic congestion around the Camino Real Marketplace.

<sup>40</sup> If after three years ridership on the CMAQ route does experience ridership at least equal to the mean average of the MTD system it will be terminated.

<sup>41</sup> Phase 2 will apply beginning the first year for the service proposed on Lines 7, 10, 20 and 27 as they are based on increasing existing service and will not qualify as CMAQ projects. From initial implementation they are expected to experience the current farebox ratio of 45.9%. These exceptions are included in Table 6-2.

<sup>42</sup> Operating assistance for shuttle programs is based on projected revenue from regular MTD full fares. Discounted fares, such as the current 25¢ Downtown/Waterfront shuttle fare will require additional subsidy from the sponsoring agency or entity.

<sup>43</sup> The Marketplace is projecting approximately 1,000 full time and 2,000 part time jobs.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Restructure #6 Fairview	\$438,000	3- 40' L.F. Bus @\$300,000	\$900,000
Delete#18 Goleta Loop	(\$110,000)	Operating Assistance:	Amount
Restructure #23 Ellwood	\$340,000	Annual Funding- First Three Years of Service:	
Delete #25 Winchester Cyn.	(\$340,000)		Farebox \$180,400
Add service/restructure #12 Express	\$287,000		CMAQ \$638,616
Add service/restructure #24 Express	\$287,000		Local Share \$82,984
Goleta Trunk/Express-Total	\$902,000	Annual Funding- Subsequent Years:	
			Farebox \$414,018
			Measure D/Other \$487,982

- **Annual Vehicle Trips Removed= 527,000.**

#### PRIORITY #2- FAIRVIEW/ISLA VISTA SHUTTLE

- **Implement the Fairview/IV Shuttle (page 143) and Delete the existing Line 9 (IV/Stow Canyon.)(page 99):** Implementation of the new Fairview/IV shuttle will introduce electric shuttles in Goleta and offer improved near term service over the existing Line 9 by serving the Hollister Industrial Park and Camino Real Marketplace. By replacing the Line 9 it adds Industrial Park and Camino Real Marketplace as major activity centers, while still providing service between Isla Vista and Goleta Valley Junior High.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Implement Fairview/IV Shuttle	\$387,000	2- 30' EV @\$250,000	\$500,000
Delete #9 IV/Stow Cyn	(\$167,000)	Operating Assistance:	Amount
Fairview/IV Shuttle- Total	\$220,000	Annual Funding- First Three Years of Service:	
			Farebox \$44,000
			CMAQ \$155,760
			Local Share \$20,240
		Annual Funding- Subsequent Years:	
			Farebox \$100,980
			Measure D/Other \$119,020

- **Annual Vehicle Trips Removed= 180,000.**

**PRIORITY #3- AIRPORT SHUTTLE**

- **Implement Airport Shuttle (page 149):** This project would meet demands for shuttle service to accommodate the airport expansion, new development of commercial activity along Fairview, and the restructured roadway and parking facilities at UCSB.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Airport Shuttle	\$409,000	2- Shuttles @ \$170,000		\$340,000
		Operating Assistance:		Amount
		Annual Funding- First Three Years of Service:		
			Farebox	\$81,800
			CMAQ	\$289,572
			Local Share	\$37,628
		Annual Funding- Subsequent Years:		
			Farebox	\$187,731
			Measure D/Other	\$221,269

- **Annual Vehicle Trips Removed= 160,000.**

**PRIORITY #4- CROSSTOWN SHUTTLE/RESTRUCTURED LINES 1 AND 2**

- **Implement Crosstown Shuttle (page 131) and Re-structure Lines 1 and 2 (page 89):** Implementation of the Crosstown Shuttle is recommended to coincide with completion of the Downtown Pavilion, the downtown transit corridor and expansion of service to the downtown area. This would create a transit grid featuring small electric buses to link the heavily populated East and Westside with transit service able to effectively compete with the automobile in point to point travel time. Restructuring of the Lines 1 and 2 with more frequent service and replacement of large diesel buses with small, neighborhood friendly electric buses would accompany the introduction of the Crosstown Shuttle.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Cross Town Shuttle	\$433,000	12- 30' EV @ \$250,000		\$3,000,000
Restructure Lines # 1 & 2	\$253,000	Operating Assistance:		Amount
Crosstown/Restore #'s 1 & 2- Total	\$686,000	Annual Funding- First Three Years of Service:		
			Farebox	\$137,200
			CMAQ	\$485,688
			Local Share	\$63,112
		Annual Funding- Subsequent Years:		
			Farebox	\$314,874
			Measure D/Other	\$371,126

- **Annual Vehicle Trips Removed= 437,000.**



PRIORITY #5-CULTURAL ROUTE

- **Implement Cultural Route (page 139):** This new route would meet demands for transit service to local historical and cultural sites. The route will help ease downtown Santa Barbara congestion by enabling riders to board the service from remote parking sites.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Cultural Route- Total	\$44,000			-
		Operating Assistance:		Amount
		Annual Funding- First Three Years of Service:		
			Farebox	\$8,800
			CMAQ	\$31,152
			Local Share	\$4,048
		Annual Funding- Subsequent Years:		
			Farebox	\$20,196
			Measure D/Other	\$23,804

- **Annual Vehicle Trips Removed= 21,000.**

PRIORITY #6-COTTAGE HOSPITAL SHUTTLE AND WESTSIDE/LA CUMBRE

- **Implement Cottage Hospital Shuttle (page 135); Westside La Cumbre (page 133) and Delete Line 3 (page 91):** These lines are recommended to follow the implementation of the downtown grid. Implementation of these combined routes will significantly improve service between downtown and the medical facilities surrounding Cottage Hospital, and expand the availability of transit to Westside residents who currently must depend on the automobile for commuting and shopping.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Cottage Hosp.Shuttle	\$459,000	4- 26' EV @ \$250,000		\$1,000,000
Delete #3 Cottage Hospital	(\$439,000)	Operating Assistance:		Amount
Implement Westside/La Cumbre	\$444,000	Annual Funding- First Three Years of Service:		
Cottage/Westside/La Cumb.-Total	\$464,000		Farebox	\$92,800
			CMAQ	\$328,512
			Local Share	\$42,688
		Annual Funding- Subsequent Years:		
			Farebox	\$212,976
			Measure D/Other	\$251,024

- **Annual Vehicle Trips Removed= 207,000.**

**PRIORITY #7- CARPINTERIA LINE 20 ADDED SERVICE**

- **Add service to Line 20 Carpinteria (page 113):** Increased service on the line 20 is also recommended to follow the completion of the downtown Pavilion and the downtown transit corridor circulation. The Line 20 would be more attractive to Carpinteria residents/workers as the added service would simplify trip planning by providing 30 minute clockface trips throughout the day.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Add service #20 Carpinteria- Total	\$90,000	-	-
		Operating Assistance:	Amount
		Annual Funding- First Three Years of Service:	
		Farebox	\$41,310
		CMAQ	
		Local Share	\$49,690
		Annual Funding- Subsequent Years:	
		Farebox	\$41,310
		Measure D/Other	\$48,690

- **Annual Vehicle Trips Removed= 54,000.**

**PRIORITY #8-EXPAND DOWNTOWN-WATERFRONT SHUTTLE**

- **Expand Downtown-Waterfront Shuttles (page 129):** Expansion of the Downtown-Waterfront shuttle system will be necessary to mitigate traffic congestion resulting from planned new developments along the waterfront. The expanded service would feature shuttles with three to four minute headways along State Street. In addition, the expanded service would provide improved linkage to Amtrak service arriving and departing from the train station.
- **Implement earlier waterfront shuttle (page 123) and delete existing Line 21 (page 115) service:** The current line 21 diesels will be replaced with electric buses earlier shuttle runs will be implemented. This will add more shuttle service along the popular Cabrillo Boulevard route, an effective trade-off as the waterfront is currently underserved during early morning hours.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Expand Downtown/Waterfr.Shuttles	\$1,360,000	6- Shuttles @\$170,000	\$1,020,000
Earlier Waterfront/Shuttle service	\$44,000	Operating Assistance:	Amount
Delete #21 Waterfront	(\$44,000)	Annual Funding- First Three Years of Service:	
Downtown/Waterfr. Shuttle- Total	\$1,360,000	Farebox	\$272,000
		CMAQ	\$962,880
		Local Share	\$125,120
		Annual Funding- Subsequent Years:	
		Farebox	\$624,240
		Measure D/Other	\$735,760

- **Annual Vehicle Trips Removed= 466,000.**

**PRIORITY #9- MESA/RESTRUCTURED LINE 5**

- **Implement Mesa Loop (page 137);Restructure Line 5, Mesa (page 93) and Delete Line 17 Mesa, (page 111):** The improvements recommended in the downtown transit corridor set the stage for improving the transit connection between the Mesa and Downtown. The route would preclude the need for close-in commuters and shoppers to drive to the Downtown, as the route would provide frequent and near door to door service to shopping and jobs.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Implement Mesa Loop	\$720,000	4- 30' EV@\$250,000	\$1,000,000
Add service/restructure Line # 5	\$288,000	Operating Assistance:	Amount
Delete Line #17 Mesa	(\$303,000)	Annual Funding- First Three Years of Service:	
Mesa/Restructured Line 5- Total	\$705,000		
		Farebox	\$141,000
		CMAQ	\$499,140
		Local Share	\$64,860
		Annual Funding- Subsequent Years:	
		Farebox	\$323,595
		Measure D/Other	\$381,405

- **Annual Vehicle Trips Removed= 329,000.**

**PRIORITY #10-ISLA VISTA/CITY COLLEGE ADDED SERVICE**

- **Add service to the Line 7 (IV/SBCC Express) (page 97):** The success of the IV/SBCC express has demonstrated that parking problems and traffic congestion can be reduced when transit is allowed to fill an unmet need. Added service on this line would support the increasing enrollments at SBCC and the continual growth in the student population living in Isla Vista.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Add service #7 IV/SBCC- Total	\$20,000	-	-
		Operating Assistance:	Amount
		Annual Funding- First Three Years of Service:	
		Farebox	\$9,180
		CMAQ	-
		Local Share	\$10,820
		Annual Funding- Subsequent Years:	
		Farebox	\$9,180
		Measure D/Other	\$10,820

- **Annual Vehicle Trips Removed= 14,000.**

**PRIORITY #11- CARPINTERIA/GOLETA EXPRESS**

- **Implement Carpinteria/Goleta Express (page 171):** It is expected that the improved Line 20 service implemented earlier between Carpinteria and Santa Barbara will build a demand for similar commuter and shopper service to the Hollister Industrial Park and the Camino Real Marketplace. The express service would also benefit Goleta residents commuting to jobs in Carpinteria and the Mark Ave. industrial complex and Carpinteria commuters coming from the opposite direction.<sup>44</sup> Implementation of this express is expected to relieve both east and westbound traffic congestion on highway 101.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Carpinteria/Goleta Express- Total	\$819,000	-		-
		Operating Assistance:		Amount
		Annual Funding- First Three Years of Service:		
			Farebox	\$163,800
			CMAQ	\$579,852
			Local Share	\$75,348
		Annual Funding- Subsequent Years:		
			Farebox	\$375,921
			Measure D/Other	\$443,079

- **Annual Vehicle Trips Removed= 319,000.**

**PRIORITY #12-GOLETA FEEDER/NOONTIME SHUTTLE**

- **Implement Goleta Feeder Shuttle (page 145):** Delaying the introduction of these shuttles will allow residents to become familiar with the expanded service of priorities #1 and #2 and is expected to create a demand for additional service. These shuttles would connect to the above expanded trunk and express service.
- **Implement Goleta Noon-hour shuttle (page 147):** Shuttles for this service would utilize the above “feeder” vehicles.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Goleta Feeder Shuttle	\$224,000	4- Shuttles @ \$170,000		\$680,000
Implement Goleta Noon Hour Shuttle	\$102,000	Operating Assistance:		Amount
Goleta Feed/Noon Hr Shuttle- Total	\$326,000	Annual Funding- First Three Years of Service:		
			Farebox	\$65,200
			CMAQ	\$230,808
			Local Share	\$29,992
		Annual Funding- Subsequent Years:		
			Farebox	\$149,634
			Measure D/Other	\$176,366

- **Annual Vehicle Trips Removed= 125,000.**

<sup>44</sup> No capital costs are required as four spare 40' diesel buses replaced by smaller electric buses on Lines 1 and 2 would be allocated to this service.

**Priority #13-Carpinteria Shuttles**

- **Implement Carpinteria/Feeder shopper shuttle (page 159):** These shuttles would connect to the above Carpinteria/Goleta Express.
- **Implement Carpinteria Noon-hour shuttle (page 161):** Shuttles for this service would utilize the above “feeder” vehicles.
- **Implement Carpinteria Weekend/Beach shuttle (page 163):** Shuttles for this service will utilize the above “feeder” vehicles.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Implement Carp. Feeder/Shop.Shuttle	\$404,000	3- Shuttles @ \$170,000		\$510,000
Implement Carp. Noon Hour Shuttle	\$43,000	Operating Assistance:		Amount
Implement Carp. Wkend/Beach Shuttle	\$100,000	Annual Funding- First Three Years of Service:		
Carpinteria Shuttles- Total	\$547,000		Farebox	\$109,400
			CMAQ	\$387,276
			Local Share	\$50,324
		Annual Funding- Subsequent Years:		
			Farebox	\$251,073
			Measure D/Other	\$295,927

- **Annual Vehicle Trips Removed= 129,000.**

**PRIORITY #14-CARPINTERIA/SANTA BARBARA EXPRESS**

- **Implement Carpinteria/Santa Barbara Express (page 169):** It is recommended that the introduction of this service coincide with completion of the planned Via Real extension to Casitas Pass. The new roadway would enable buses to provide for two way service between downtown Carpinteria and the Mark Avenue Industrial Complex.

Annual Operating Cost		Funding		
Service	Amount	Capital Cost:		Amount
Carp/Santa Barbara Express- Total	\$566,000	1- 40' L.F. Bus @ \$300,000		\$300,000
		Operating Assistance:		Amount
		Annual Funding- First Three Years of Service:		
			Farebox	\$113,200
			CMAQ	\$400,728
			Local Share	\$52,072
		Annual Funding- Subsequent Years:		
			Farebox	\$259,794
			Measure D/Other	\$306,206

- **Annual Vehicle Trips Removed= 143,000.**

**PRIORITY #15- LINES 10 AND 27 ADDED SERVICE**

- **Add service to the Line 27 UCSB Shuttle (page 121) and add service to Line 10, Cathedral Oaks (page 100):** With other Goleta shuttle and express service in place, seniors and others residing in outlying areas will expect to receive comparable service. This additional service would accommodate their needs, and lead to increased ridership.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Add Service Line #27 UCSB	\$45,000	-	-
Add service to Line #10 Cath. Oaks	\$45,000	Operating Assistance:	Amount
Add Line 10 & 27 Service- Total	\$90,000	Annual Funding- First Three Years of Service:	
		Farebox	\$18,000
		Measure D/Equivalent	\$72,000
		Annual Funding- Subsequent Years:	
		Farebox	\$41,310
		Measure D/Other	\$48,690

- **Annual Vehicle Trips Removed= 23,000.**

**PRIORITY #16- MONTECITO SERVICE**

- **Implement East Montecito Shuttle (page 155) and Restructure Line 14, Montecito (page 107):** In Montecito, as in Cathedral Oaks, overall system improvements will create a demand for additional service in areas currently underserved. The restructured Line 14 and introduction of the Montecito shuttle would accommodate the demand.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Restructure Line #14 Montecito	(\$132,000)	1 Shuttle @\$170,000/1 30'EV @\$250,000	\$420,000
Implement East Montecito Shuttle	\$246,000	Operating Assistance:	Amount
Montecito Service- Total	\$114,000	Annual Funding- First Three Years of Service:	
		Farebox	\$22,800
		CMAQ	\$80,712
		Local Share	\$10,488
		Annual Funding- Subsequent Years:	
		Farebox	\$52,326
		Measure D/Other	\$61,674

- **Annual Vehicle Trips Removed= 40,000.**

PRIORITY #17- SANTA BARBARA/FAIRVIEW EXPRESS

- **Implement Santa Barbara/Fairview Express (page 173) and Delete Line 26, North Fairview Express (page 120):** This express service is recommended to follow and thereby complement the service for the above projects linking Goleta and downtown Santa Barbara transit needs. Line 26, which is currently limited to one weekday trip in the morning and afternoon will be canceled.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Implement SB/Fairview Express	\$742,000	3- 40' L.F. Bus @\$300,000	\$900,000
Delete Line #26 N.Fairview Express	(\$16,000)	Operating Assistance:	Amount
Total- Santa Barbara/Fairview Expr	\$726,000	Annual Funding- First Three Years of Service:	
		Farebox	\$145,200
		CMAQ	\$514,088
		Local Share	\$66,792
		Annual Funding- Subsequent Years:	
		Farebox	\$333,234
		Measure D/Other	\$392,766

- **Annual Vehicle Trips Removed= 167,000**

PRIORITY #18- WESTSIDE/GOLETA EXPRESS

- **Implement Westside/Goleta Express (page 167):** This express service will complement the expanded neighborhood service implemented on the Westside of Santa Barbara and provide express service to downtown Goleta and the Camino Real Marketplace.

Annual Operating Cost		Funding	
Service	Amount	Capital Cost:	Amount
Westside/Goleta Express- Total	\$579,000	3- 40' L.F. Bus @\$300,000	\$900,000
		Operating Assistance:	Amount
		Annual Funding- First Three Years of Service:	
		Farebox	\$115,800
		CMAQ	\$409,932
		Local Share	\$53,268
		Annual Funding- Subsequent Years:	
		Farebox	\$265,761
		Measure D/Other	\$313,239

- **Annual Vehicle Trips Removed= 257,000.**

**PRIORITY #19-PATTERSON/TURNPIKE SHUTTLE**

- **Implement Patterson/Turnpike Shuttle (page 151):** Overall system improvements in the Goleta area are a prerequisite for this shuttle. The route would effectively connect outlying neighborhoods to shopping and other transit service.

Annual Operating Cost			Funding		
	Service	Amount	Capital Cost:		Amount
	Patterson/Turnpike Shuttle- Total	\$347,000	2- 26' EV @ \$250,000		\$500,000
					Amount
			Annual Funding- First Three Years of Service:		
				Farebox	\$69,400
				CMAQ	\$245,676
				Local Share	\$31,924
			Annual Funding- Subsequent Years:		
				Farebox	\$159,273
				Measure D/Other	\$187,727

- **Annual Vehicle Trips Removed= 162,000.**



**TABLE 6-2**  
**FUNDING AND**  
**ANNUAL VEHICLE TRIP REDUCTION SUMMARY**  
**TRANSIT SERVICE**  
**FUNDING IN 1998 DOLLARS**

Priority #	Service Description	Operating Cost	Capital Funding Bus Procurement	Annual Funding					Annual Vehicle Trips Removed
				First Three Years			Subsequent Years		
				Farebox @ 20%	CMAQ Funds 88.5%	Local Share	Farebox @ 45.9%	Measure D or Other	
1	Goleta Trunk/Express	\$902,000	\$900,000	\$180,400	\$638,616	\$82,984	\$414,018	\$487,982	527,000
2	Fairview/IV Shuttle	\$220,000	\$500,000	\$44,000	\$155,760	\$20,240	\$100,980	\$119,020	180,000
3	Implement Airport Shuttle	\$409,000	\$340,000	\$81,800	\$289,572	\$37,628	\$187,731	\$221,269	160,000
4	Crosstown/Restruct # 1 & 2	\$686,000	\$3,000,000	\$137,200	\$485,688	\$63,112	\$314,874	\$371,126	437,000
5	Implement Cultural Route	\$44,000	-	\$8,800	\$31,152	\$4,048	\$20,196	\$23,804	21,000
6	Cottage/Westside/La Cumbre	\$464,000	\$1,000,000	\$92,800	\$328,512	\$42,688	\$212,976	\$251,024	207,000
7	Add service #20 Carpinteria	\$90,000	-	\$41,769	-	\$49,231	\$41,310	\$48,690	54,000
8	Downtown/Waterfront Shuttle	\$1,360,000	\$1,020,000	\$272,000	\$962,880	\$125,120	\$624,240	\$735,760	466,000
9	Mesa/Restructured Line 5	\$705,000	\$1,000,000	\$141,000	\$499,140	\$64,860	\$323,595	\$381,405	329,000
10	Add service #7 IV/SBCC	\$20,000	-	\$8,721	-	\$10,279	\$9,180	\$10,820	14,000
11	Carpinteria/Goleta Express	\$819,000	-	\$163,800	\$579,852	\$75,348	\$375,921	\$443,079	319,000
12	Goleta Feed/Noon Hr Shuttle	\$326,000	\$680,000	\$65,200	\$230,808	\$29,992	\$149,634	\$176,366	125,000
13	Carpinteria Shuttles	\$547,000	\$510,000	\$109,400	\$387,276	\$50,324	\$251,073	\$295,927	129,000
14	Carp/Santa Barbara Express	\$566,000	\$300,000	\$113,200	\$400,728	\$52,072	\$259,794	\$306,206	143,000
15	Add Line 10 & 27 Service	\$90,000	-	\$39,933	-	\$47,067	\$41,310	\$48,690	23,000
16	Montecito Service	\$114,000	\$420,000	\$22,800	\$80,712	\$10,488	\$52,326	\$61,674	40,000
17	Santa Barbara/Fairview Express	\$726,000	\$900,000	\$145,200	\$514,008	\$66,792	\$333,234	\$392,766	167,000
18	Westside/Goleta Express	\$579,000	\$900,000	\$115,800	\$409,932	\$53,268	\$265,761	\$313,239	257,000
19	Patterson/Turnpike Shuttle	\$347,000	\$500,000	\$69,400	\$245,676	\$31,924	\$159,273	\$187,727	162,000
	Total	\$9,014,000	\$11,970,000	\$1,853,223	\$6,337,288	\$917,465	\$4,137,426	\$4,876,574	3,760,000

### III. RECOMMENDED FUNDING PLAN FOR TRANSIT ENHANCEMENTS

The recommended funding of enhancement projects presented in Chapter Five are described below under the following headings, and summarized in Table 6-3:

- **Downtown Corridor**
- **General**
- **Promotion**
- **County**
- **Electric Infrastructure**

#### DOWNTOWN CORRIDOR

- ***Construct Downtown Pavilion:*** Increasing both parking north of Carrillo Street and transit use citywide is a major endeavor of the city of Santa Barbara. Therefore, completion of the Downtown Pavilion parking/transit structure (if it is undertaken by the City) should coincide with the introduction of the downtown transit corridor and expanded service.

Funding Recommended: Construction of a Downtown Pavilion will require a cooperative agreement between the City, local merchants and the MTD. While the full cost of this structure is not known at this time, it is estimated that it will cost approximately **\$10 million dollars**.

- ***Downtown Santa Barbara Shelters:*** An integral element of the downtown corridor's success will be the introduction of "enhanced shelters" at the twelve (12) strategic locations described in Chapter Five. The shelters will offer a well lit, safe, comfortable, and attractive environment that includes easy to read signage and a 24 hour information phone line.

As the MTD does not own the land on which these stops will be located, coordination with property owners and support from the appropriate local authority in terms of funding and design approval is required. The cost for each enhanced shelter, including amenities, is approximately \$20,000.

<b>Recommended Funding: 12 shelters @\$20,000 = \$240,000</b>
---

- ***East/West Shelters:*** Shelters reflecting cultural or neighborhood themes are recommended for Santa Barbara's east and west side to promote the acceptance of transit and create a "sense of community". The thirteen (13) shelters described in Chapter Five will serve new and expanded service introduced to this area.

<b>Recommended Funding: 13 Shelters @\$20,000 = \$260,000</b>
---

- ***Route Maps/Murals:*** Creating artistic, innovative murals and easy to understand route maps at the eleven strategic boarding/transfer points described in Chapter Five will help attract

non-transit customers to the enhanced transit system while also improving the aesthetics of the system for current riders.

**Recommended Funding: The estimated cost of each mural is \$5,000. Therefore, the funding for murals at the above eleven locations is \$55,000**

#### GENERAL

- **Maintenance Imaging System:** Integrating a computer based maintenance system that provides MTD mechanics with on-line information (vehicle manuals linked to parts) is an important element of new service implementation as it will increase overall efficiency and enable MTD to benefit from this new technology.

**Recommended Funding is based on the estimated cost of \$150,000 for a Maintenance Imaging System.**

- **Replace Fareboxes:** Replacing MTD's aging fareboxes with new generation fareboxes will not only increase overall efficiency, but also enhance transit use by allowing new fare mediums, such as "smart cards" to be utilized.

**Recommended Funding to procure New Fareboxes= \$700,000**

- **Expand Bike Racks:** Pending the design and safety considerations of MTD's new buses, bikeracks may be added to new and future routes.

**Recommended Funding: Bike Racks for an additional 48 buses based on an estimated cost of \$600 each= \$28,800**

#### PROMOTION

- **Marketing/Media Campaign (Phase 1):** An effective marketing campaign to promote the routes and service described in priorities 1 & 2 would increase public awareness and stimulate interest in transit as a viable option to the automobile. While the campaign would promote MTD's entire system, this first phase would emphasize the introduction of the expanded Camino Real Marketplace service.
- **Marketing/Media Campaign (Phase 2):** This second phase of the overall marketing campaign to promote the routes and service would have a system wide focus. Special emphasis would be placed on the introduction of the Downtown Pavilion and transit corridor as well as express and shuttle service and the ease of getting around town without driving.

**Recommended Funding for a comprehensive media campaign is \$500,000.**

- **Theme Routes:** Along with the route maps and murals, another aesthetic improvement to the MTD system is the potential for "theme routes", based on the highly visible and successful Downtown Waterfront Shuttle route. For example, the *Cultural Attractions Shuttle*, described in Chapter Four, offers residents and tourists alike a dedicated weekend shuttle service to Santa Barbara's major cultural and historical sites. The same logic can apply to

installing similar, unique signage at other parts of the MTD system such as City College, UCSB, Cottage Hospital or the airport. The cost of signage for each theme route will be determined by the number of stops on the route. The one-time setup cost for designing the sign of each theme route is approximately \$400, and the unit cost of each sign is approximately \$50.

<b>Recommended Funding for five theme routes=</b>	<b>\$48,200</b>
---	-----------------

- **Interactive Electronic Kiosk:** These public computers placed at the strategic locations described in Chapter Five can help to promote the new system by allowing transit customers the opportunity to interact with interactive event and entertainment information.

<b>Recommended Funding for eight kiosk locations @ \$50,000 = \$400,000</b>
---

- **Virtual Transit Information:** With much of the new and enhanced service being operational, computerized software containing maps and bus routes can help riders in planning their bus journeys. A user friendly computer network will simplify planning, is easy to use, and removes the stress of traveling on unfamiliar transit routes.

<b>Recommended Funding required for the upgrading of MTD's scheduling and information system to achieve this level of sophistication would be approximately \$100,000.</b>
--

- **Enhanced Internet Site:** The enhanced internet site described in Chapter Five would complement the new and modified transit service by providing actual trip planning and increased educational information.

<b>Recommended Funding required to re-configure MTD's internet site is \$50,000</b>
---

#### COUNTY

- **Add shelters in Carpinteria and Goleta:** Shelters to provide comfort and route information at high volume bus stops, if approved, will equate to a more pleasant transit experience for current and new riders along highly effective bus routes.

<b>Recommended Funding for 2 Shelters in Old Town and two Shelters in Carpinteria @ \$20,000 = \$40,000</b>
---

#### ELECTRIC INFRASTRUCTURE

**Rapid Recharger of Electric Buses:** The introduction of this technology would allow electric buses to re-charge in a few minutes during service rather than eight hours overnight. This will provide electric buses the equivalent range of their diesel counterparts, greatly increasing their utility. Assuming these chargers are successful, they will be located at the Downtown Pavilion, Goleta, and in Carpinteria.

<b>Recommended Funding for Three Rechargers@ \$200,000 = \$600,000</b>
--

**TABLE 6-3**  
**FUNDING SUMMARY**  
**RECOMMENDED ENHANCEMENTS**  
**IN 1998 DOLLARS**

<b>Group</b>	<b>Description</b>	<b>Chapter 5/ Page</b>	<b>Capital Cost</b>
<b>Downtown Corridor</b>			
	Downtown Pavilion	57	\$10,000,000
	Downtown SB Shelters	59	\$260,000
	Eastside and Westside SB Shelters	59	\$240,000
	Route Murals/Maps	60	\$55,000
	Total-Downtown Corridor		\$10,555,000
<b>General</b>			
	Maintenance Imaging System	61	\$150,000
	Farebox Replacement	61	\$700,000
	Bike Racks	61	\$28,800
	Total- General		\$878,800
<b>Promotion</b>			
	Marketing/Media Campaign	62	\$500,000
	Theme Routes	63	\$48,200
	Interactive Electronic Kiosk	63	\$400,000
	Virtual Transit Information	63	\$100,000
	Enhance Internet Site	63	\$25,000
	Total- Promotion		\$1,073,200
<b>County</b>			
	Goleta Shelters	64	\$40,000
	Carpinteria Shelters	64	\$40,000
	Total- County		\$80,000
<b>Electric Infrastructure</b>			
	Rapid Rechargers (3 Sites)	64	\$600,000
<b>Total Enhancements</b>			<b>\$13,187,000</b>

## CHAPTER SEVEN

# RECOMMENDED CHANGES TO MTD’S CURRENT SERVICE

The basis for changing current MTD service to attract new riders is described in this chapter. These changes together with the new service recommended in the following chapter are combined to form the *South Coast Transit Plan Service and Cost* in Chapter Four. The criteria for the recommended changes are described below. These changes are defined for each route under the heading “Recommended Improvements” and address issues such as overcrowding, span of service, headways, and the restructuring of some routes to respond to changing markets. *The lack of additional resources has been the limiting factor precluding their previous implementation.* Implementation, therefore, will require new funding sources.

The proposed enhancements are the result of a variety of on-going planning and research methods. Examples are:

- (1) Electronic farebox data that provides accurate information on a daily basis regarding:
  - The number and type<sup>45</sup> of passengers being carried.
  - The direction of travel, the time of day, and the actual day and date of travel.
- (2) A variety of different passenger survey methods that provide specific information regarding:
  - Individual passenger movement<sup>46</sup> between bus stops throughout the MTD system.
  - The exact location on each trip where a bus is carrying its peak load.
  - The number of riders transferring between lines, and to which line.
  - A breakdown by individual bus stop showing volume of use.
  - The workday start and end time of employees with large companies.
- (3) In person meetings with
  - MTD riders (via Public Hearings).
  - MTD drivers
  - Non-user focus groups.

Each of the routes described herein will be presented in the following format, and will be accompanied by a route map showing the existing route together with recommended changes, if any.

**Route Description**

**Major Markets**

**Current Service**

**Recommended Improvements**

**Additional Cost**

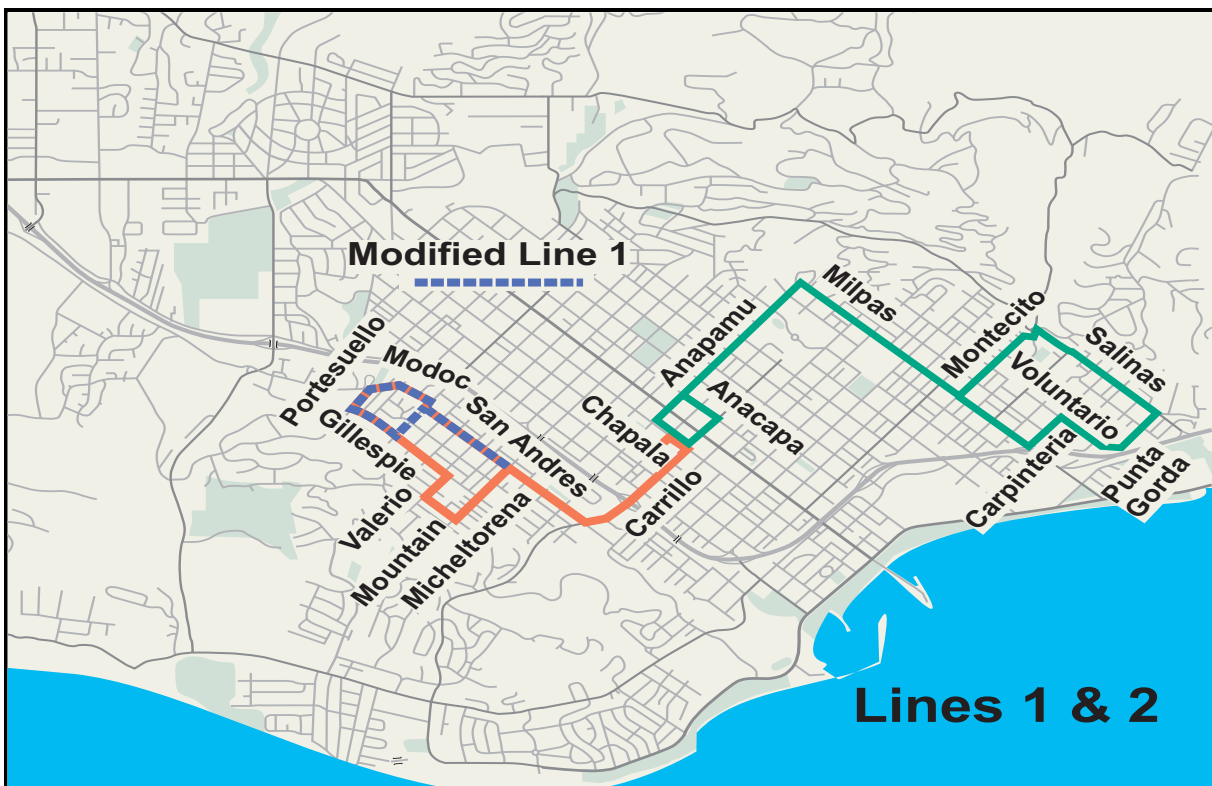
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<sup>45</sup> Drivers record the type of fare device that the passenger is using. This method identifies senior citizens, riders with disabilities, UCSB, SBCC and secondary school students as well as passengers transferring between lines.

<sup>46</sup> On-board surveys are carried out once every three years in order to obtain specific ingress and egress patterns, as this information cannot be obtained from the farebox.

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<b>Route:</b>	<b>Westside/Eastside Santa Barbara, Line's 1 &amp; 2</b>
<b>Description:</b>	Line 1 provides service from the upper westside of Santa Barbara to the central downtown area, while Line 2 performs a similar function from the lower Eastside. Lines 1/2 are interlined <sup>47</sup> in order to accommodate the significant number of riders wishing to ride through from west to east or vice versa.
<b>Major Markets:</b>	La Cumbre Jr. High School, San Andres Street, Downtown Santa Barbara, Santa Barbara High and Junior High School and the Milpas Street commercial area.
<b>Current Service:</b>	Weekdays 6:00am - 9:58pm, every 15 minutes. Saturdays 6:45am - 9:00pm, every 30/45 minutes Sunday 8:30am - 6:45pm, every 30/45 minutes
<b>Recommended Improvements:</b>	Large buses are currently necessary because of the very heavy loads carried, particularly during peak hours <sup>48</sup> . On-board surveys show that loads are particularly acute on the upper westside because it is served by



<sup>47</sup> Interlining is the process of having a bus continue from one line to another, so that riders wishing to continue through, do not have to change buses.

<sup>48</sup> Peak loads of 50 to 65 occur on a regular basis between 7/8:00am and 2/3:00pm on weekdays. Source: MTD's S.B./ Eastside Survey, April 1996.



**Recommended  
Improvements:  
(Continued)**

only a single line (Line 1) to Downtown Santa Barbara. This means that riders wishing to go elsewhere in the system, have to take Line 1 to the Transit Center in order to transfer to other lines. With the introduction of the proposed Crosstown Shuttle (Chapter 8, page 131) this area will get a badly needed additional travel corridor via Micheltorena, which will allow for a more even distribution of riders, thus enabling smaller, more friendly electric buses to be introduced to these lines.

*In conjunction with the introduction of the Crosstown Shuttle via Micheltorena, it is recommended that*

*(a) lines 1 and 2 be converted to electric vehicles,*

*(b) the western end of Line 1 be restructured to operate on San Andres in both directions*

*(c) an additional hour of evening service be added on weekdays, as well as weekends.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(9 Electric Buses)	\$2,250,000	\$253,000
(Please see Appendix 1 for detailed cost information)			

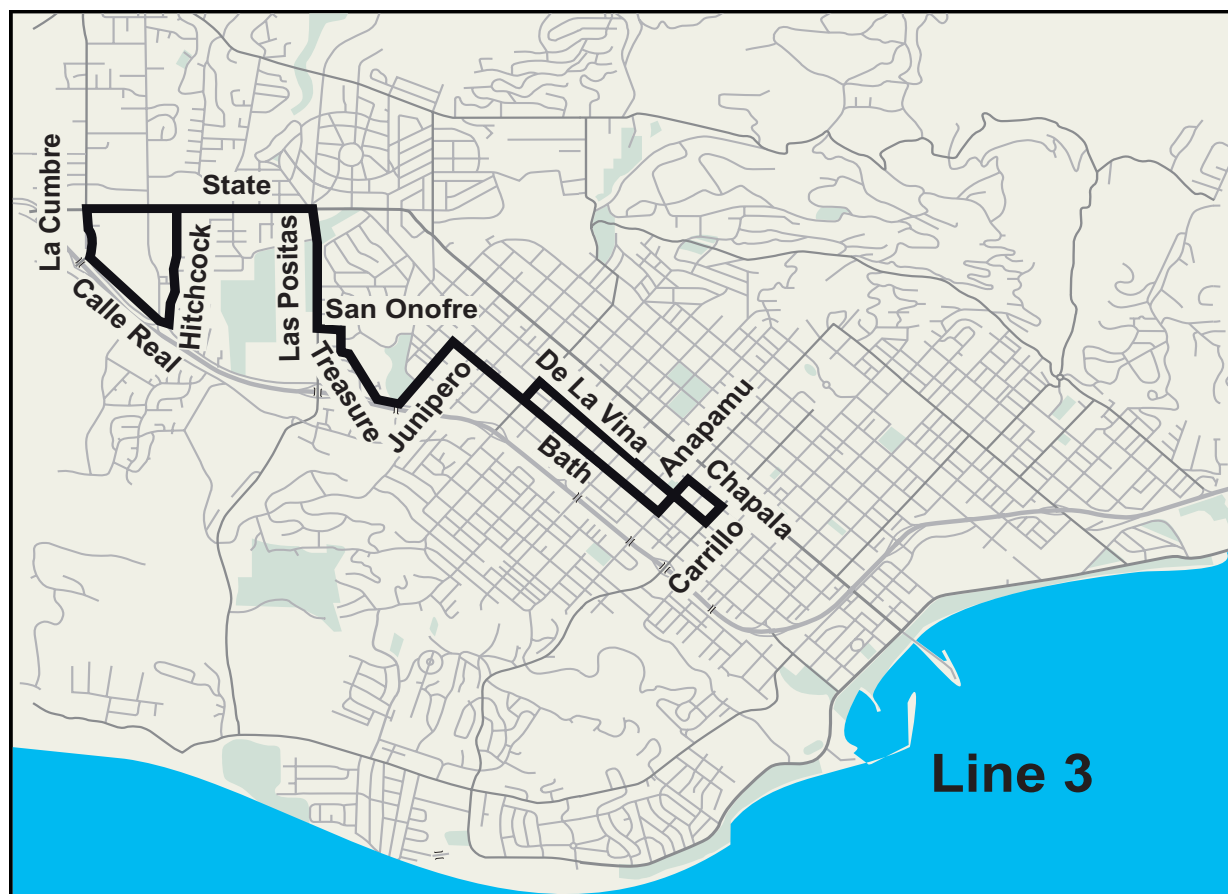
**Route: Oak Park Line 3**

**Description:** Line 3 links downtown Santa Barbara with the La Cumbre Plaza shopping center via the Oak Park and Samarkand residential areas. The prime focal points of the route are Cottage Hospital and the extensive medical facilities in the surrounding area.

**Major Markets:** Downtown Santa Barbara, the Bath/De La Vina corridor, Cottage Hospital, the Samarkand retirement community, upper State Street, and the La Cumbre and Five Points Shopping Centers.

**Current Service:** Weekdays 6:00am - 7:40pm, every 30 minutes  
Saturday 6:45am - 7:15pm, every 60 minutes  
Sunday 9:00am - 6:45pm, every 60 minutes

**Recommended Improvements:** Seventy per cent of all riders use this line between downtown Santa Barbara and Cottage Hospital<sup>49</sup>. Currently Line 3 continues onward from Cottage Hospital to State and La Cumbre in order to cover a necessary, but less frequented route segment.



<sup>49</sup> Source: MTD S.B./Eastside survey, April 1996

**Recommended  
Improvements**

*It is recommended that this line be discontinued in favor of:*  
*(a) the introduction of a high frequency Electric Shuttle over the  
 Downtown/Cottage Hospital segment (Chapter 8, page 135);*  
*(b) the remainder of the route from Cottage Hospital to La Cumbre  
 being served by a new La Cumbre/Westside line (Chapter 8, page 133).*

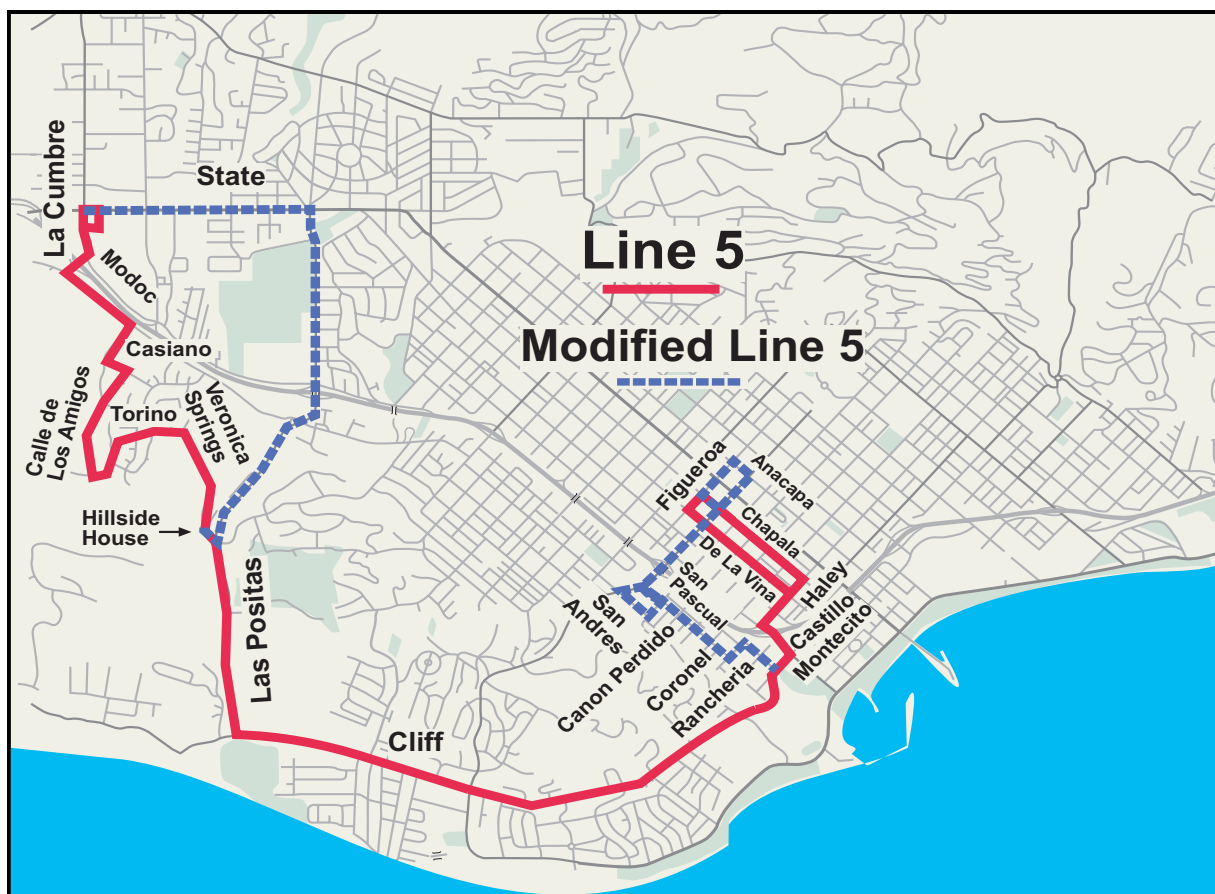
<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(2 Villager Buses)	None	(\$439,000)
(Please see Appendix 1 for detailed cost information. The Villager buses will be retired from service)			

**Route: Mesa La Cumbre Line 5**

**Description:** Line 5 serves several different rider needs. One is to connect downtown Santa Barbara and the lower Westside with City College, the Mesa, and Arroyo Burro Beach. Another is to provide a more direct route from Goleta and the La Cumbre area to the Mesa; while a third is to provide the residents of Hidden Valley and Hillside House with through bus service to City College and/or downtown Santa Barbara.

**Major Markets:** Downtown Santa Barbara, the lower Westside, Santa Barbara City College, Mesa Center, Arroyo Burro Beach, Hillside House, Hidden Valley and La Cumbre Plaza.

**Current Service:** Weekdays 6:05am - 10:25pm, every 60 minutes  
 Saturday 7:15am - 8:50pm, every 60 minutes  
 Sunday 9:00am - 6:40pm, every 60 minutes.

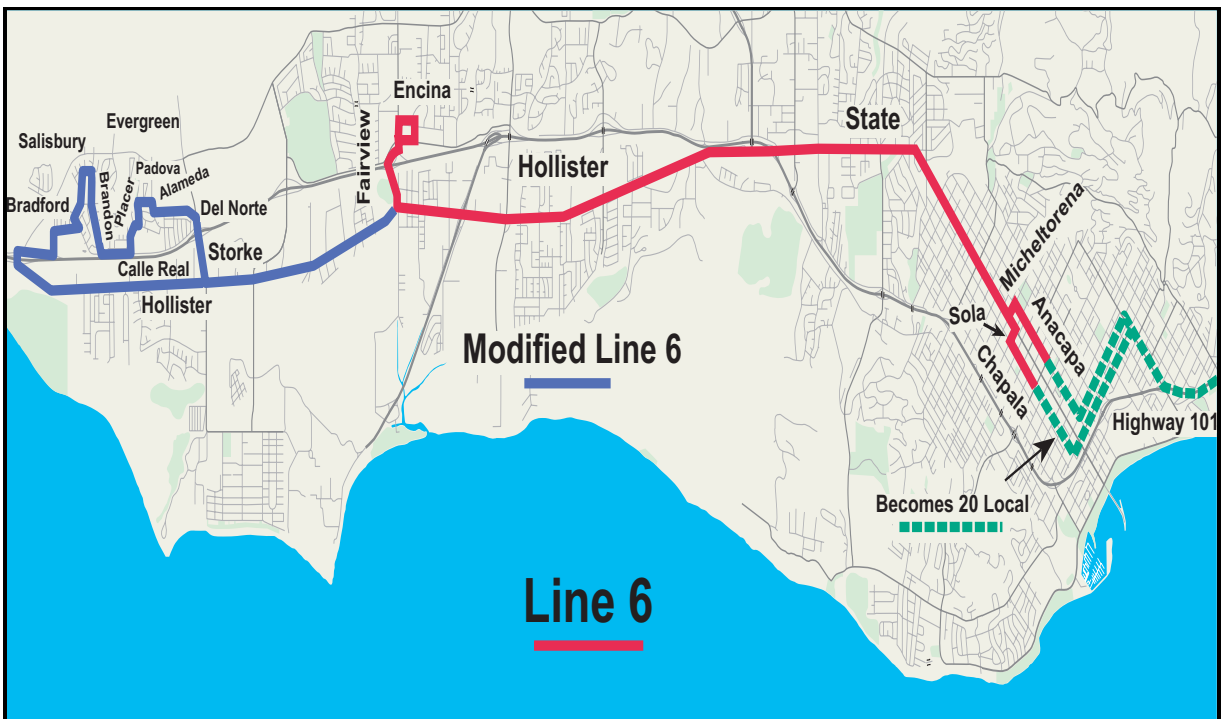


**Recommended:  
Improvements:** Line 5 is heavily used over the Downtown/City College/Mesa Center segment of the line, with loads from the Mesa Center to La Cumbre being low because the bus detours through Hidden Valley to take care of the needs of the transit dependent at Hillside House, Valle Verde, and Vista Del Monte. This results in a slower and less appealing service between the Mesa and upper State Street. *It is recommended therefore that Line 5: (a) be re-routed to continue up Las Positas to State Street so that Mesa riders have direct access to the retail area between Las Positas and La Cumbre (service would continue to be provided to Hillside House, however Hidden Valley would be discontinued due to lack of ridership<sup>50</sup>) (b) with the introduction of the proposed Mesa Loop service (Chapter 8, page 137) plus the creation of the downtown transportation corridor, Line 5 would be restructured to continue across town as far as Anacapa Street, as well as traveling via the lower westside in order to accommodate riders formerly carried by the discontinued Line 17; (c) that service be increased on weekdays from once an hour to every 30 minutes.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One Villager	None	\$288,000
(Please see Appendix 1 for detailed cost information, and reallocation of buses)			

<sup>50</sup> Source: MTD S.B./Eastside Survey, April 1996

<b>Route:</b>	<b>State/Hollister Local To Fairview Center Line 6</b>
<b>Description:</b>	Line 6 alternates with Line 11 to provide a 15 minute frequency over the heavily used State/Hollister corridor as far as downtown Goleta. They then each continue on separate routes to their end destinations; Line 11 to UCSB and Line 6 to the Fairview Center.
<b>Major Markets:</b>	Downtown Santa Barbara, La Cumbre Plaza, 5 Points Center, San Marcos High School, downtown Goleta and the Fairview and Calle Real Shopping Centers.
<b>Current Service:</b>	Weekdays 5:30am - 7:00pm, every 30 minutes Saturday 6:15am - 6:55pm, every 30 minutes Sunday no service
<b>Recommended Improvements:</b>	Line 6 travels only as far as the Fairview Center before starting its return journey to Santa Barbara. This means that all passengers wishing to continue along Hollister to Ellwood and Winchester Canyon must change buses in downtown Goleta, a sore point with current riders, and a problem which is going to become even more pronounced when the Camino Real Market Place <sup>51</sup> opens at Storke and Hollister.



<sup>51</sup> Wynmark Corporation, developers of the Camino Real Marketplace anticipate approximately 1,000 full-time workers and up to 2,000 on a part-time basis.

**Recommended  
Improvements**

*Therefore it is recommended that:*

*(a) Line 6 be extended westward along Hollister Avenue to provide a “no change service” to the Camino Real Market Place. (Because of anticipated transit impediments at Storke and Hollister, this line would then continue on to Winchester Canyon and Ellwood)*

*(b) the downtown Santa Barbara end of the route be interlined on Anacapa at Carrillo with the current Line 20 Carpinteria Local (Chapter 7, page 113). This will result in the creation of a new downtown transit corridor which will enable riders from upper and mid State Street to continue down Anacapa as far as Gutierrez Street without a change of bus. A similar seamless downtown/uptown trip will be available on Chapala*

*(c) Sunday service be introduced in order to alleviate serious overloads encountered by Line 11 along the Hollister/State corridor.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One 40' Bus	\$300,000	\$438,000
(Please see Appendix 1 for detailed cost information, and allocation of buses)			





**Route:** Calle Real Line 8

**Description:** Line 8 currently wears many hats when it comes to passenger needs. Operating as an express between downtown Santa Barbara and La Cumbre, it then becomes a local in order to link the commercial and residential areas of Goleta situated on the northern side of US 101 between La Cumbre and the Fairview Center.

**Major Markets:** Downtown Santa Barbara, La Cumbre Plaza, County Jail, the Santa Barbara County health care complex, residential neighborhoods, downtown Goleta and the Fairview and Calle Real Shopping Centers.

**Current Service:** Weekdays 6:00am - 7:10pm, every 30 minutes  
 Saturday 8:01am - 6:01pm, every 60 minutes  
 Sunday 8:50am - 5:50pm, every 60 minutes

**Recommended Improvements:** The County Health Care facility is a major draw on this line on weekdays, with the result that loads of 50 to 60 are quite common over the Transit Center/Health Care Center segment of the route. Ridership is somewhat lighter over the balance of the route between Health Care and the downtown Goleta/Fairview area. *It is recommended that the Goleta end of Line 8 be re-structured to continue across Patterson Avenue and along Calle Real to the Fairview Center before crossing over the freeway to downtown Goleta. This will achieve two goals:*

- (1) it will provide an improved level of service along Calle Real to accommodate the proposed Maravilla Senior Community and shopping complex*
- (2) will replace the restructured Line 6 in providing a 30 minute service between the Fairview Center and downtown Goleta.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None



**Route:** Isla Vista/Stow Canyon Line 9

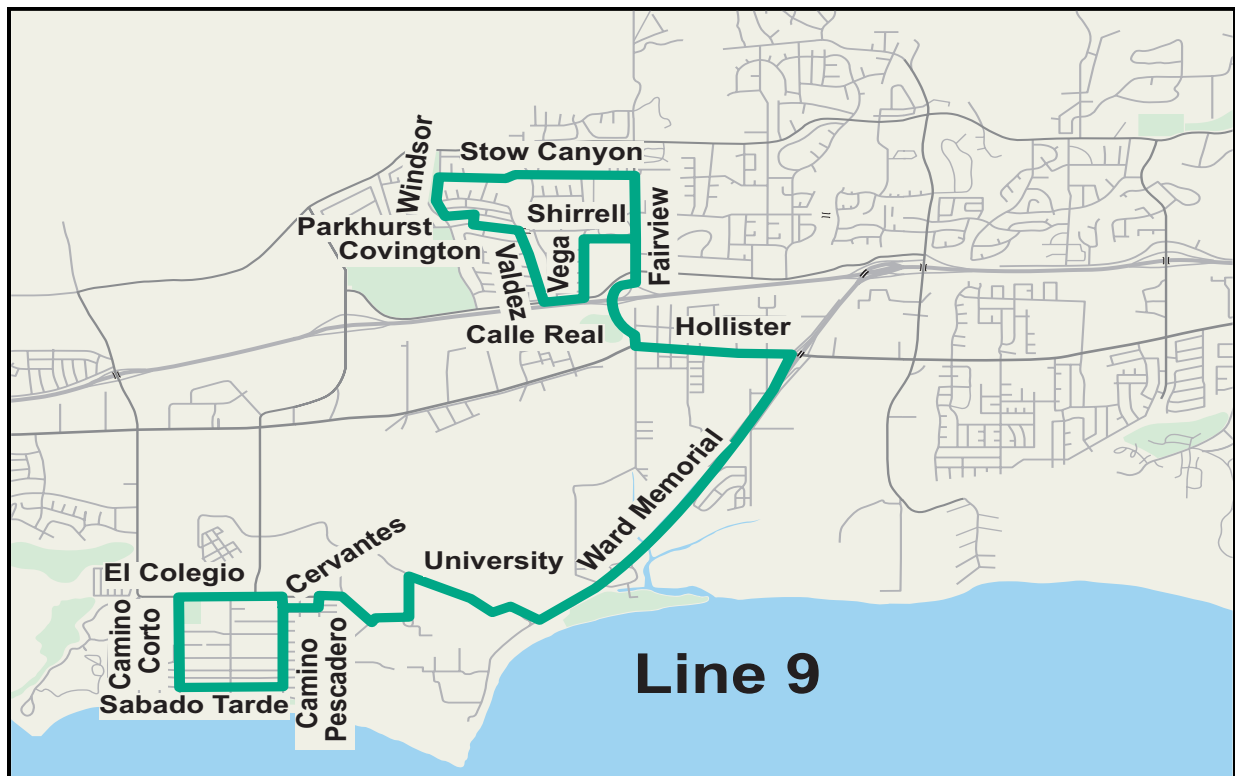
**Description:** Line 9 helps provide service for students between Isla Vista and UCSB as well as providing a link for all Isla Vista students and residents to Downtown Goleta, the Fairview shopping area and Goleta Valley Jr. High School.

**Major Markets:** Isla Vista, UCSB, Downtown Goleta, the Fairview and Calle Real Shopping Centers and Goleta Valley Jr. High School.

**Current Service:** Weekdays only 7:18am - 6:55pm, every 60 minutes

**Recommended Improvements :** *It is recommended that this line be replaced by the Fairview/Isla Vista Shuttle (Chapter 8, page 143) which while still connecting these neighborhoods, will now do so via the Camino Real Marketplace.*

<b>Estimated Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(1 Villager Bus)	None	(\$167,000)
(Please see Appendix 1 for detailed cost information. The Villager bus will be retired from service)			



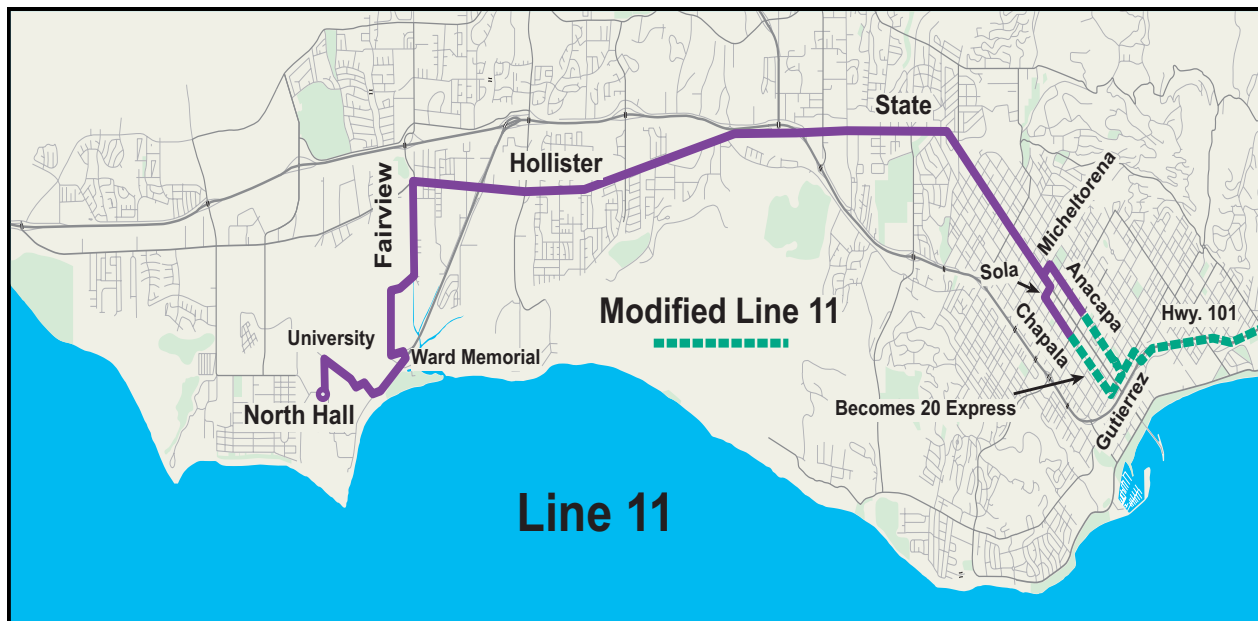
<b>Route:</b>	<b>Cathedral Oaks Line 10</b>
<b>Description:</b>	Line 10 is a “weekday only” feeder service which connects residential and rural areas along Cathedral Oaks Road to trunk lines at La Cumbre, the Fairview Center and Dos Pueblos High School. When school is in session it is interlined at Dos Pueblos with the Line 27 Shuttle to UCSB. It also provides service from State and La Cumbre to the Hope/Pueblo Loop north of State Street.
<b>Major Markets:</b>	La Cumbre Plaza, Santa Barbara Medical Foundation Clinic, Bishop Diego, La Colina and Goleta Valley Junior High Schools, the Fairview and Calle Real Shopping Centers and Dos Pueblos High School.
<b>Current Service:</b>	Weekdays Only: 6:30am - 9:54am, & 12:30pm - 6:02pm, every 60 minutes
<b>Recommended Improvements:</b>	This line runs only once an hour and during weekday peak hours only. As a result there is no service in the middle of the day resulting in many complaints, particularly from senior citizens <sup>53</sup> . <i><b>It is recommended that in conjunction with the recommended changes to its interline partner, Line 27, (see page 121) midday service be provided on weekdays.</b></i>

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	\$45,000
	(Please see Appendix 1 for detailed cost information)		



<sup>53</sup> This lack of service has been raised at recent Unmet Needs Hearings held by the Santa Barbara Association of Governments. Farebox data shows that the number of senior citizens riding this line is almost double the system average.

<b>Route:</b>	<b>State/Hollister Local To UCSB Line 11</b>
<b>Description:</b>	Line 11 is the MTD workhorse, carrying more passengers than any other line. It alternates with the Line 6, State/Hollister Local to create a 15 minute frequency along the busy State Street/Hollister corridor to Downtown Goleta. It then continues on to the Santa Barbara airport and UCSB, where it alternates every 30 minutes to become either Line 25 to Ellwood, or Line 23 to Winchester Canyon.
<b>Major Markets:</b>	Downtown Santa Barbara, La Cumbre Plaza, San Marcos High School, Turnpike and Magnolia Shopping Centers, downtown Goleta, Santa Barbara Airport and UCSB.
<b>Current Service:</b>	Weekdays 5:40am - 11:50pm, every 30 minutes Saturday 6:00am - 10:45pm, every 30 minutes Sunday 6:25am - 9:40pm, every 30 minutes
<b>Recommended Improvements:</b>	Line 11 is a very high performing route. It experiences significant overload problems along the State/Hollister corridor on Sundays because Line 6 is not in service. <i>It is recommended that the downtown Santa Barbara end of the route be interlined on Anacapa at Carrillo with the proposed Carpinteria Express (Chapter 8, page 171). This will result in the creation of a new downtown transit corridor which will enable riders from upper and mid-State Street to continue down Anacapa without</i>



**Recommended Improvements:** *change of bus<sup>54</sup> as far as Haley Street, or indeed to Garden Street and Carpinteria. A similar seamless downtown/ uptown trip will be available on Chapala, and when combined with Line 6, will provide 15 minute service in both directions along this important corridor.*

**(Continued)**

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None
(Please see Appendix 1 for detailed cost information, and allocation of buses)			

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<sup>54</sup> This is in response to the CEU Goal 3, Transit Opportunities. “increasing the service frequency on major corridors, including linking neighborhoods and major commercial and activity centers”

**Route: Goleta Express Line 12**

**Description:** Line 12 operates as an express between downtown Santa Barbara and downtown Goleta. It then continues as a local service via Hollister Avenue, Storke and El Colegio Roads to UCSB where it becomes the inbound Line 24 Express. (The outbound Line 24 Expresses are interlined in a similar way to provide inbound Line 12 service)

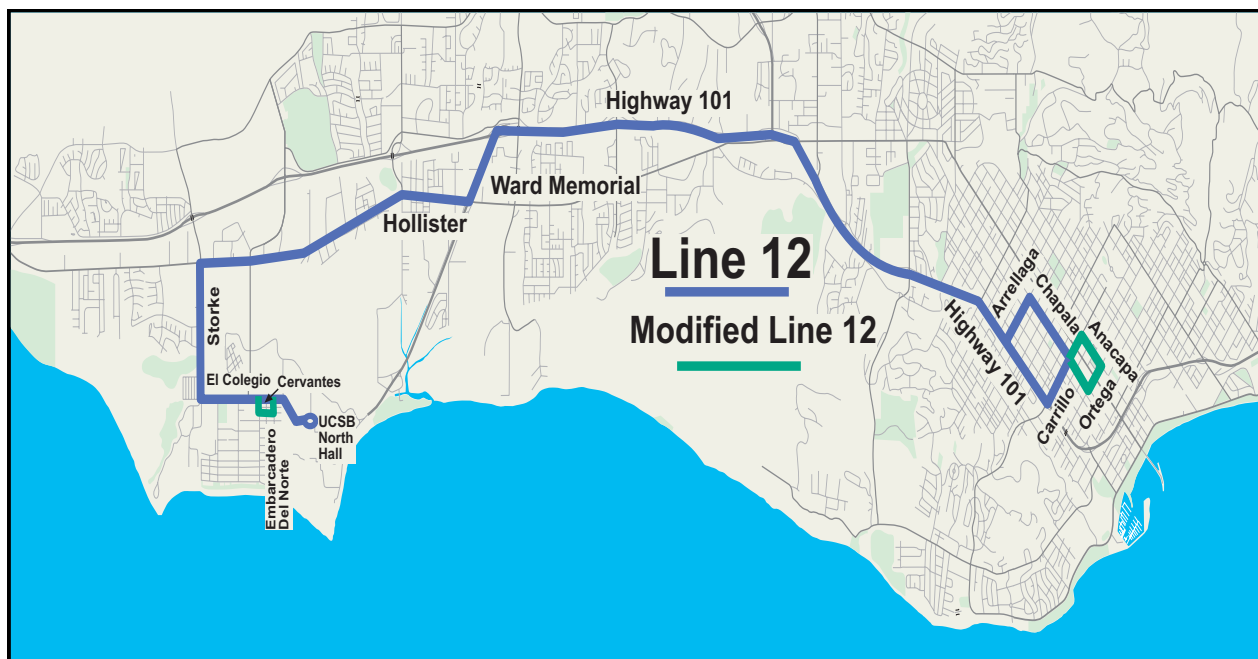
**Major Markets:** Downtown Santa Barbara, downtown Goleta, the Hollister Avenue corridor, Storke Road, Francisco Torres and UCSB.

**Current Service:** Weekdays 6:00am - 8:15pm, peak 30 minutes/base 60 minutes  
 Saturday 9:00am - 6:00pm, every 60 minutes  
 Sunday 9:00am - 6:00pm, every 60 minutes

**Recommended Improvements:** Line 12 continues to be heavily patronized, however peak hour headways currently drop during the middle of the day, from every 30 minutes to only once an hour. The lack of later service on both weekdays and weekends is also a problem. *It is recommended that:*

*(a) headways be improved to a constant 30 minutes on weekdays;*

*(b) one hour of later service be added on weekdays plus two hours on weekends.*



**Recommended  
Improvements:  
(Continued)**

*(c) the downtown end of the line be extended across to the Anacapa transit corridor<sup>55</sup> returning via Ortega and Chapala Streets. This will enable riders to reach most of lower State Street without having to transfer; and*

*(d) at the western end of the line (over the local segment of the route along El Colegio), Line 12 be re-routed to travel via Cervantes Road so that Isla Vista riders can be dropped off and picked up.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One Large Bus	\$300,000	\$287,000
(Please see Appendix 1 for detailed cost information, and allocation of buses)			

<sup>55</sup> This is in response to the CEU Goal 3, Transit Opportunities. "increasing the service frequency on major corridors, including linking neighborhoods and major commercial and activity centers"



**Route: Goleta Commuter Express Line 13**

**Description:** Line 13 is an express, providing a single commuter trip from Winchester Canyon to downtown Santa Barbara each weekday morning and then returning to Winchester Canyon in the early evening. These solo express trips are possible because the bus is coming or going to its principle function as a school booster.

**Major Markets:** Winchester Canyon and downtown Santa Barbara.

**Current Service:** Weekdays 7:00am - 7:30am (to Santa Barbara)  
5:15pm - 5:45pm (to Winchester Canyon)

**Recommended Improvements:** Line 13 has a small base of “long time” regular commuters which is supported on a somewhat irregular basis by others such as SBCC students who are lodging with families in the Winchester Canyon area. However because this line can offer but a single trip in each direction, it is hard to build ridership as it does not offer any options for commuters who want to go at other times of the morning or return home at other times of the day. Areas such as Winchester Canyon need a greater frequency of express service than one trip a day and this could best be achieved by offering frequent shuttle service from neighborhoods such as these to connecting express buses at points like Hollister and Storke. *No changes are recommended for this line.*

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	
	(Please see Appendix 1 for detailed cost information)		





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<b>Route:</b>	<b>Montecito Line 14</b>
<b>Description:</b>	Line 14 connects Montecito and Coast Village Road via Cabrillo Boulevard to the Milpas Street corridor and downtown Santa Barbara. It also provides service along De La Guerra Street, home to a large population of senior citizens.
<b>Major Markets:</b>	Downtown Santa Barbara, Santa Barbara Jr. High School, Milpas Street commercial area, East Beach, the S.B. cemetery, Coast Village Road shopping, and Montecito residential and rural areas.
<b>Current Service</b>	Weekdays 6:25am - 7:00pm, every 60 minutes. Saturday 8:00am - 6:50pm, every 60 minutes.
<b>Recommended Improvements:</b>	A major drawback to the effectiveness of Line 14 is that the topography of Montecito requires large one-way loops be traversed, thus creating a round-about route that is unappealing, time consuming, and costly.



**Recommended  
Improvements:***It is recommended therefore that:*

- (a) Line 14 be shortened at the Montecito end to cover the more heavily used inner loop<sup>56</sup> (Olive Mill/East Valley/San Ysidro), with the outer loop (E.Valley/Sheffield/ N.Jameson) loop being served by a proposed East Montecito Shuttle originating on Coast Village Road (Chapter 8, page 155);*
- (b) the current diesel bus be replaced with a medium size electric one.*

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One 30' electric bus (EV)	\$250,000	(\$132,000)
	(Please see Appendix 1 for detailed cost information. The EV will replace the Villager which will be retired from service).		

<sup>56</sup> The S.B./Eastside on-board survey showed that 67.0% of the total passengers traveling east of Coast Village Road, reside on the inner loop.

**Route:** Mesa/UCSB Express Line 15

**Description:** Line 15 is an express route designed to bring faculty, staff and students from the Mesa to UCSB. It then continues to Isla Vista where it helps out other lines by ferrying students to UCSB on its way back to the Mesa area. It also assists Line 7 in transporting students to City College. Currently Line 15 and Line 7 operate along similar routes in order to maximize the travel opportunities for students, faculty and staff.

**Major Markets:** UCSB, Isla Vista, City College and the Mesa.

**Current Service:** Weekdays Only 7:15am - 11:50am and 2:00pm - 6:20pm

**Recommended Improvements:** The introduction of this line was the result of special funding from a Congestion Mitigation Air Quality<sup>57</sup> (CMAQ) grant. It was specifically designed to provide a competitive service to that of the automobile between the Mesa and UCSB. Due to its success, no changes are recommended.

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None



<sup>57</sup> A special grant from the Federal Transit Administration (FTA) with a maximum 3 year life

**Route:** City College Line 16

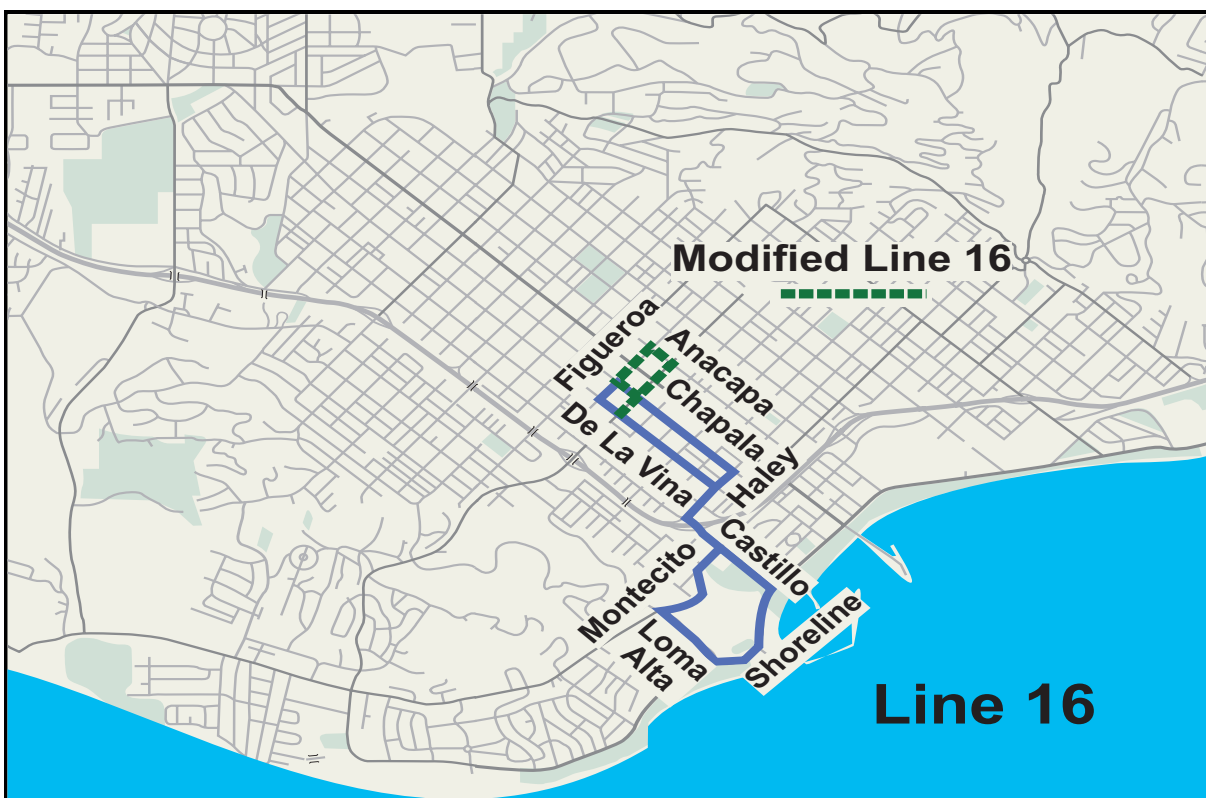
**Description:** Line 16 provides a shuttle service for City College students between downtown Santa Barbara and City College via De La Vina, Haley and Castillo Streets.

**Major Markets:** Downtown Santa Barbara, City College and transfers from other MTD lines at the Transit Center.

**Current Service:** City College school days only 7:00am - 5:05pm, every 30 minutes Non school weekdays only 8:05am - 5:05pm, variable schedule

**Recommended Improvements:** This line is very successful. Only a minor modification is required to link the line to trunk and express service on Anacapa.

Additional Cost:	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None



**Route:** Mesa Line 17

**Description:** Line 17 provides service from downtown Santa Barbara via the lower Westside, City College, and Shoreline Drive to the Mesa Center, before returning to downtown Santa Barbara via Cliff Drive.

**Major Markets:** Lower West Side, City College, Shoreline Park, the Mesa Shopping Center and Cliff Drive.

**Current Service:** Weekdays 6:25am - 7:10pm, every 20/40 minutes  
Saturday 6:55am - 6:05pm, every 60 minutes  
Sunday 8:40am - 5:30pm, every 60 minutes.

**Recommended Improvements:** Line 17 is operated by the smaller Villager buses and constantly experiences major load problems in both directions between downtown Santa Barbara and City College. Ridership on the Shoreline/Cliff loop is poor because the trip time from the Mesa to downtown Santa Barbara is nearly a half hour, far longer than the automobile. ***It is therefore recommended that this line be discontinued in favor of the proposed Mesa Loop service using the Carrillo Hill.***

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(2 Villager Buses)	None	(\$303,000)
	(Please see Appendix 1 for detailed cost information. The Villager buses will be retired from service)		



**Route: Line 18 Goleta Loop**

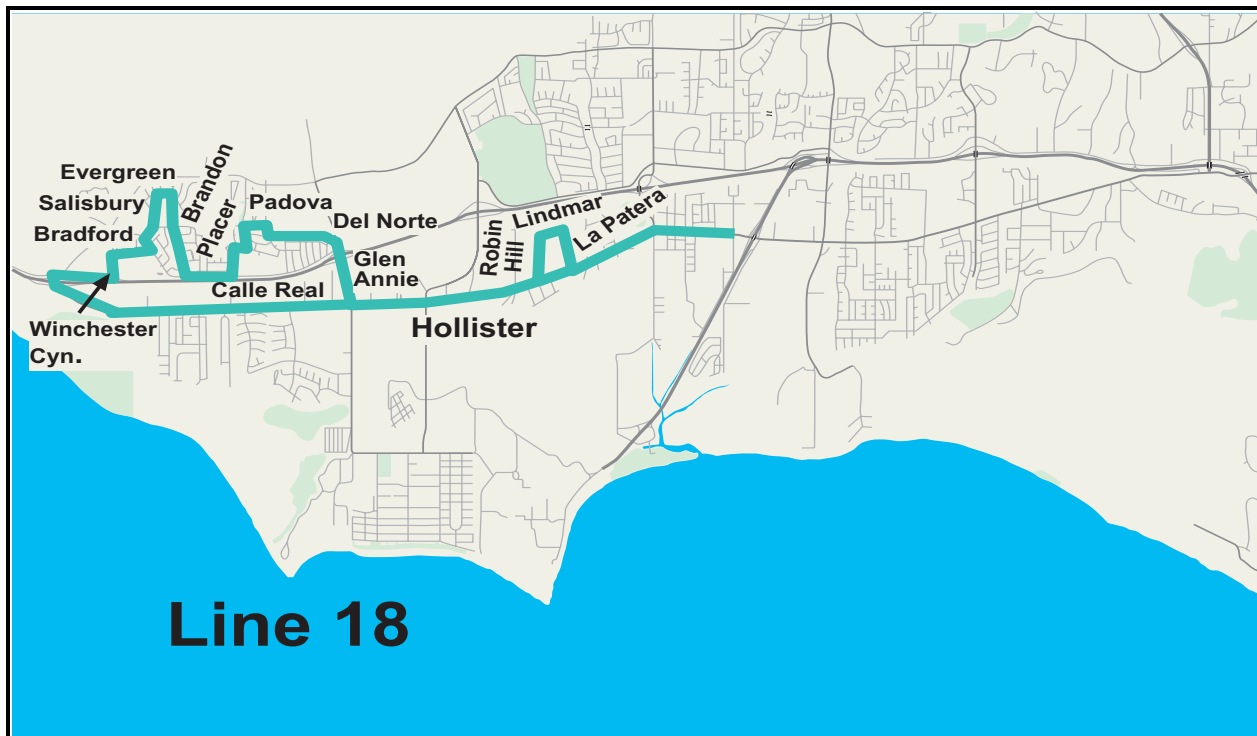
**Description:** Line 18 connects Ellwood, Winchester Canyon and downtown Goleta. Operating during weekday peak hours only, its principle purpose is to provide commuters with a “no change” service allowing them to make connections in downtown Goleta to other trunk and express lines.

**Major Markets:** Downtown Goleta, Hollister Avenue, Ellwood, Winchester Canyon and Dos Pueblos High School.

**Current Service:** Weekdays Only 6:33am-9:20am, 3 trips, and 1:00pm-6:30pm, 6 trips

**Recommended Improvements:** This line is a somewhat inefficient stop gap designed to avoid the necessity of double transfers for commuters from Ellwood and Winchester Canyon desiring to go beyond downtown Goleta. ***It is recommended therefore that this line be discontinued in favor of the proposed Line 6 extension from downtown Goleta to Winchester Canyon***

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(1 Villager Bus)	None	(\$110,000)
	(Please see Appendix 1 for detailed cost information. The Villager bus will be retired from service)		



<b>Route:</b>	<b>Santa Barbara/Carpinteria Line 20</b>
<b>Description:</b>	Line 20 provides service between downtown Santa Barbara and Carpinteria. This is a local service which travels via the lower Eastside, Coast Village Road and Summerland.
<b>Major Markets:</b>	Downtown Santa Barbara, the Haley and Milpas Street commercial corridors, Coast Village Road, Summerland, the City of Carpinteria and the Mark Avenue industrial park. Limited express trips are also run.
<b>Current Service:</b>	Weekdays 5:35am - 9:45pm, peak 30/ midday 30/45 minutes Saturday 6:30am - 9:00pm, every 45/60 minutes Sunday 7:45am - 7:40pm, every 45 - 60 minutes
<b>Recommended Improvements:</b>	Because of continuing increases in ridership, this line needs improved service. Surveys have revealed a solid market of end to end riders who would benefit from an express service which ran all day <sup>58</sup> . More local buses would allow this line to have a clock-face schedule, rather than



<sup>58</sup> The S.B./Eastside on-board survey shows that on an average weekday, 53.0% of all riders boarding Line 20 in Carpinteria are heading to the Transit Center, or to other stops in the Downtown Santa Barbara area.



**Recommended  
Improvements:  
(Continued)**

the current rolling headways which are confusing and difficult to follow.

*It is therefore recommended that:*

*(a) additional midday service be added to this line on weekdays in order to create a clockface schedule;*

*(b) later service be added on weeknights, as well as earlier and later service on the weekends;*

*(c) a new express line be introduced (see SB/Carpinteria Express, Chapter 8, page 169), allowing this new line to be interlined on Anacapa and Chapala with Line 6;*

*(d) when Via Real in Carpinteria is extended to Casitas Pass Road in 2003, restructure both this line and the proposed Express in order to provide two way service on either side of the freeway from Casitas Pass Road to Mark Avenue.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	\$90,000
(Please see Appendix 1 for detailed cost information)			

**Route: Waterfront Line 21**

**Description:** Line 21 connects downtown with the waterfront area, as far as Coast Village Road in Montecito. Service is limited to early morning trips before the Downtown-Waterfront Shuttle commences operating a somewhat similar route.

**Major Markets:** Downtown Santa Barbara, beach hotels, the waterfront, the Santa Barbara Zoo and Coast Village Road.

**Current Service:** Weekdays 7:00am - 9:24am, every 60 minutes  
 Saturday 7:00am - 9:24am, every 60 minutes  
 Sunday 9:15am - 10:00am, one trip

**Recommended Improvements:** The primary purpose of this line is to provide a life line service for the employees of all the waterfront hotels who must report to work early in the morning before the Downtown-Waterfront Shuttle commences. ***It is recommended that this line be replaced by an early morning Shuttle to operate between 7:00am and 10:00am.***

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(One Villager Bus)	None	(\$44,000)
	(Please see Appendix 1 for detailed cost information. The Villager bus will be retired from service)		



**Route: Old Mission Line 22**

**Description:** Line 22 connects downtown Santa Barbara with the upper Eastside, including the Old Mission and the Museum of Natural History. This line provides service to a large number of elderly residents as well as employees and visitors to Saint Francis Hospital.

**Major Markets:** Downtown Santa Barbara, Saint Francis Hospital, Old Mission, Museum of Natural History, El Encanto Hotel, Santa Barbara Women's Club, the Brooks Institute of Photography, and surrounding residential areas.

**Current Service:** Weekdays 7:00am - 5:40pm, every 2 hours  
Saturday 10:30am - 5:15pm, every hour  
Sunday 10:20am - 5:00pm, every hour

**Recommended Improvements:** (None recommended at this time)

(Please see Appendix 1 for detailed cost information, and allocation of buses)



**Route: Winchester Canyon Line 23**

**Description:** Line 23 connects UCSB with Isla Vista, Storke Road and Winchester Canyon where it is interlined with Line 25 and returns to the University via Ellwood and Los Carneros Roads. This interline arrangement provides riders with a “no bus change” service between the Winchester Canyon and Ellwood residential areas.

**Major Markets:** UCSB, Abrego and Storke Roads, Dos Pueblos High School and Winchester Canyon.

**Current Service**

Weekdays	5:51am - 12:03am, every 60 minutes
Saturday	6:30am - 10:28pm, every 60 minutes
Sundays	8:10am - 9:18pm, every 60 minutes

**Recommended Improvements:** *It is recommended that Line 25 be incorporated into a restructured Line 23 that will carry out the current roles of both lines. As a consequence Line 23 headways will improve to 30 minutes (from every 60) through the heavily used Isla Vista area encompassing Abrego Road and Francisco Torres. At Storke and Hollister, trips will travel alternately to Ellwood or Winchester Canyon<sup>59</sup>.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One 40' Bus	*None	\$340,000
	(Please see Appendix 1 for detailed cost information, and allocation of buses). * Bus reassigned from discontinued Line 25		



<sup>59</sup> The Storke Family Apartments and the stops on Los Carneros at El Colegio, currently served by Line 25 will become the responsibility of Line 28.

<b>Route:</b>	<b>Santa Barbara/UCSB Express Line 24</b>
<b>Description:</b>	Line 24 expresses between Downtown Santa Barbara and UCSB where it is interlined with Line 12, thus providing through service to the El Colegio and Storke Road areas.
<b>Major Markets:</b>	Downtown Santa Barbara, the UCSB campus, and then (continuing as Line 12), Francisco Torres and Storke Road.
<b>Current Service</b>	Weekdays 6:10am - 8:35pm, peak 30 min. / base 60 min. Saturday 9:40am - 5:50pm, every 60 minutes Sunday 9:38am - 5:50pm, every 60 minutes
<b>Recommended Improvements:</b>	This is a very productive line which has to be boosted at key times of the day when school is in session. Aided by the fact that faculty and staff also use this line, loads are still satisfactory even when school is out. Like trunk Lines 6, 11 and the 12 Express, <i>it is recommended that:</i> (a) <i>the downtown end of the line be extended across to the Anacapa transit corridor returning via Ortega and Chapala Streets. This will enable riders to reach most of lower State Street without having to transfer<sup>60</sup></i> (b) <i>Headways be a constant 30 minutes on weekdays, and (c) one hour of later service be added on weekdays plus two hours on weekends.</i>

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	One 40' Bus	\$300,000	\$287,000
(Please see Appendix 1 for detailed cost information, and allocation of buses)			



<sup>60</sup> This is in response to the CEU Goal 3, Transit Opportunities. "increasing the service frequency on major corridors, including linking neighborhoods and major commercial and activity centers"

**Route: Ellwood Line 25**

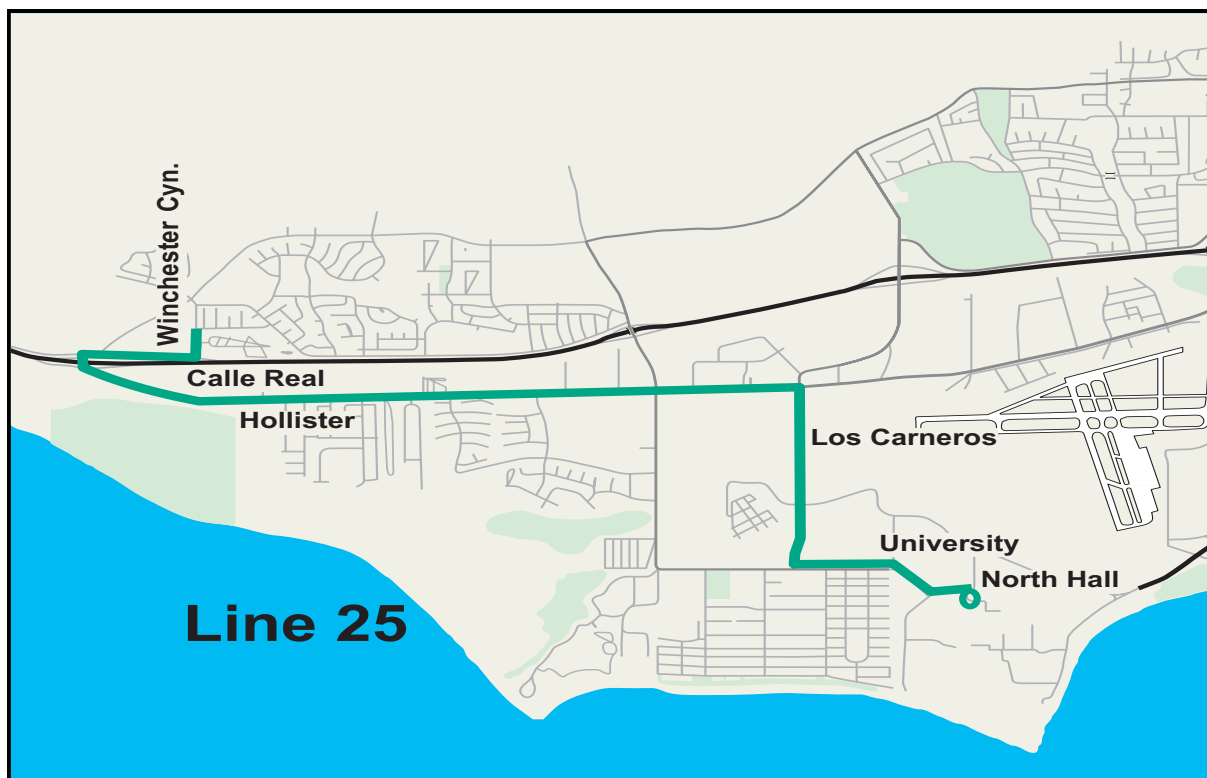
**Description:** Line 25 connects UCSB with Storke Family Apartments, Hollister and Storke, Ellwood and the western end of Winchester Canyon where it is interlined with Line 23 and returns to UCSB via Dos Pueblos High School, Storke Road and Isla Vista. This interline arrangement provides riders with a “no bus change” service between the Ellwood and Winchester Canyon residential areas.

**Major Markets:** UCSB, Storke Family Apartments, the K-Mart and Pacific Oaks Shopping Centers, and Ellwood.

**Current Service:** Weekdays 5:20am - 10:48pm, every 60 minutes  
 Saturday 6:45am - 9:35pm, every 60 minutes  
 Sunday 8:00am - 8:28pm, every 60 minutes

**Recommended Improvements:** Because of the necessity to serve so many different student destinations west of the UCSB campus, this line is currently limited to only hourly service which inhibits its appeal to the rider. ***It is therefore recommended that Line 25 be discontinued in favor of a restructured Line 23 designed to fulfill the needs of both.***

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	(One 40' Bus)	(\$300,000)	(\$340,000)
(Please see Appendix 1 for detailed cost information, and allocation of buses)			



**Route:** North Fairview Commuter Express Line 26

**Description:** Line 26 is an express, providing a single commuter trip from the Fairview/Stow Canyon area to downtown Santa Barbara each weekday morning and then returning to Winchester Canyon in the early evening. These solo express trips are possible because the bus is coming or going to its principle function as a school booster.

**Major Markets:** North Fairview, Calle Real/Patterson area and downtown Santa Barbara.

**Current Service:** Weekdays 7:00am - 7:28am (to Santa Barbara)  
Weekdays 5:05pm - 5:45pm (to North Fairview)

**Recommended Improvements:** Because this line can offer but a single trip in each direction, it is hard to build ridership as it does not offer any options for commuters who want to go at other times of the morning or return home at other times of the day. This could best be achieved by offering frequent shuttle service from neighborhoods such as these to connecting express buses at points like the Fairview Center or downtown Goleta. ***It is therefore recommended that this line be canceled, with these riders instead using the proposed Fairview/Isla Vista Shuttle from Stow Canyon to the Fairview Center where they would connect to the proposed Fairview/Santa Barbara Express.***

<b>Savings:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	(\$16,000)
(Please see Appendix 1 for detailed cost information, and allocation of buses)			





**Route:** UCSB Shuttle Line 27

**Description:** Line 27 operates from UCSB via the northern end of Isla Vista, Storke Road to Dos Pueblos High School, where it is interlined with Line 10 which continues along Cathedral Oaks to the Fairview Center and La Cumbre.

**Major Markets:** UCSB, Cervantes and Abrego Roads, Francisco Torres, Storke Road and Dos Pueblos High School.

**Current Service:** Schooldays only 7:05am-9:25am & 12:35pm-5:35pm, every 60 minutes.

**Recommended Improvements:** *It is recommended that (in conjunction with the changes proposed for its interline partner, Line 10) midday service be reintroduced to this line, thus providing an all day service from the Cathedral Oaks area to both the Camino Real Marketplace and UCSB.*

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	\$45,000
(Please see Appendix 1 for detailed cost information)			





**Route:** ASUCSB Shuttle Line 28

**Description:** Line 28 is currently operated under contract for the Associated Student body of UCSB. It runs from UCSB to the southern end of Isla Vista via the Isla Vista shopping district as far as the West Campus Faculty Housing.

**Major Markets:** UCSB, Isla Vista commercial district and the West Campus Faculty Housing.

**Current Service:** Schooldays only 7:30am-7:30pm, every 30 minutes.

**Recommended Improvements:** Due to inadequate ridership, *it is recommended that this line be re-routed to serve Storke Family Apartments and the southern end of Los Carneros Road, markets that will be without service because of the proposed re-routing of Line 25.*

Additional Cost:	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None



**Route:** Downtown Waterfront Shuttle -- Lines 30, 31, 32, 34

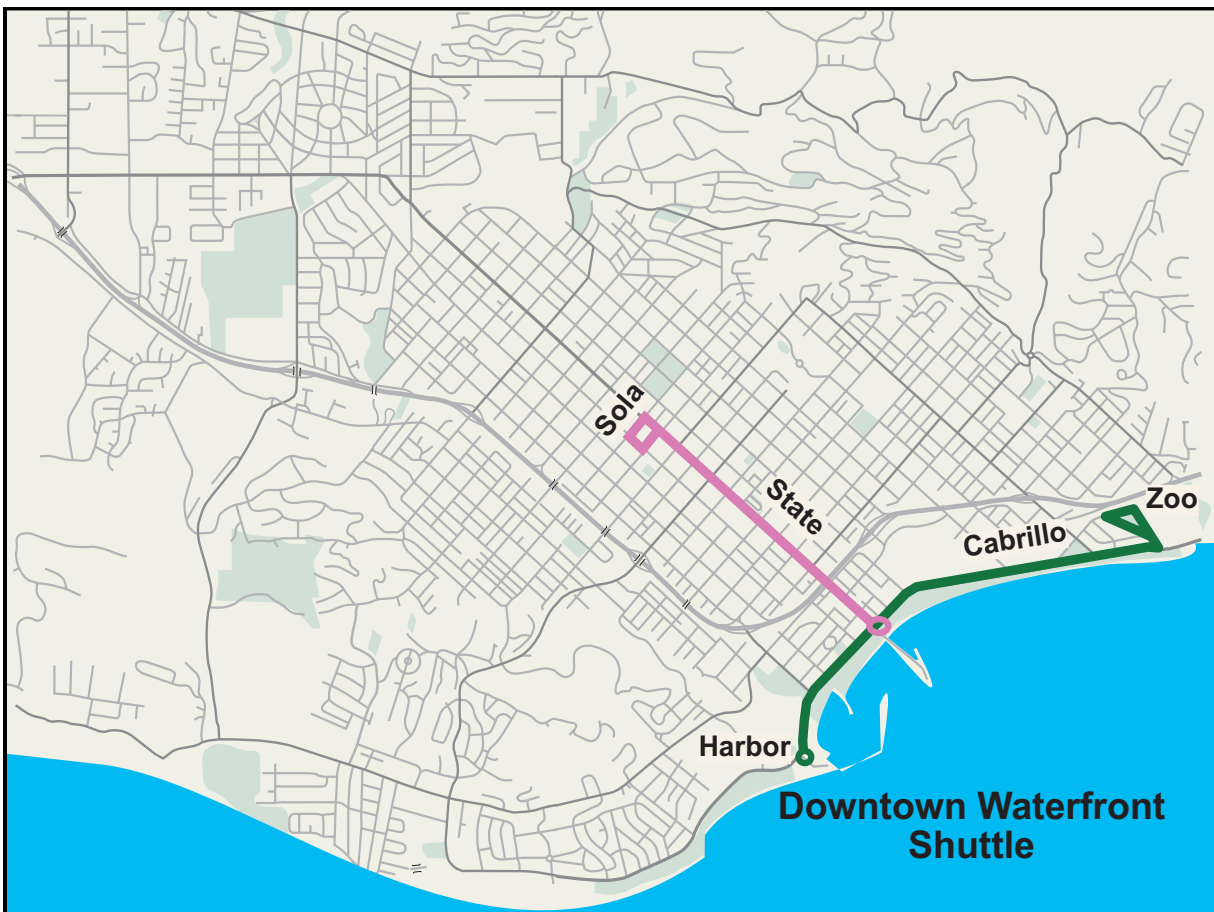
**Description:** The Downtown-Waterfront Shuttle connects the State Street area of downtown Santa Barbara with the waterfront. The shuttle serves as an alternate transportation mode for downtown employees, shoppers, as well as tourists from the waterfront hotels. Service is increased during summer months to accommodate the heavy loads during the vacation season.

**Major Markets:** Downtown State Street, Stearns Wharf, the Harbor, the Zoo.

**Current Service:** Ten minute headways during service. Service varies by season and weekdays/weekends.

**Recommended Improvements:** To make up for the cancellation of the Line 21, additional early morning service is scheduled to be added to the Downtown Waterfront Shuttle.

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	Reassigned from discontinued Line 21.



**Route: Commuter Lot Shuttle -- Line 50**

**Description:** Line 50 is a peak hour employee shuttle from City parking lots located at Carrillo & Castillo and Cota & Santa Barbara Streets. Ten minute headways are provided from each lot into Downtown Santa Barbara. This service seeks to reduce commuter congestion, while at the same time increasing the availability of retail customer parking space.

**Major Markets:** Serves two major Santa Barbara City lots.

**Current Service:** Ten minute headways during service.

**Recommended Improvements:** No changes are recommended.

<b>Additional Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	None.



## CHAPTER EIGHT

### RECOMMENDED NEW SERVICE

A balanced transportation option can avert the consequences of having the automobile as the only viable mode. Community leaders are promoting alternative transportation to avoid the traffic gridlock being experienced in other Southern California cities as a result of population growth and growing dependence on the automobile. Additional transit service is the most effective way to fill the existing void in the transportation mix.

This chapter focuses on new routes designed to enhance MTD's overall service and offer transit as a competitive alternative to the automobile. Implementation of these routes, when combined with the recommended changes to current service in the previous chapter form the *South Coast Transit Plan Service and Cost* in Chapter Four.

The previous chapter defined the analytical tools applied by MTD in evaluating service needs. The same methodology, i.e., on-going analysis of MTD ridership statistics, on-board passenger surveys, focus groups, census data, environmental impact reports (EIR's), and economic forecast data, was applied in developing the new service recommended in this chapter.

The recommended new service is arranged as follows to show the local and connecting routes for each entity served by MTD:

1. **The City of Santa Barbara**
2. **Goleta**
3. **Montecito**
4. **Carpinteria**
5. **Regional (examining the overall linkage in the system)**

The above arrangement is consistent with the service plan presented in chapter four. For purposes of uniformity, each recommended new route includes the following:

- **Description:** Provides details and location of route
- **Bus Type:** Denotes type of bus, e.g. electric, electric shuttle, or diesel
- **Major Markets:** Describes major points of interest served
- **Purpose/Benefits:** Illustrates reasons for the route, the market need and positive attributes of the route
- **Route Map:** Depicts route layout including major street names
- **Proposed Service:** Provides schedule of the proposed routes, including service span, days of the week and average headways.
- **Effect on existing service:** Evaluates impact of new routes on MTD's existing service.

- **Traffic Impact:** Projects the congestion relief expected following implementation of the route
- **Estimated Cost:** Shows required vehicles, capital and annual operating expense of each route.

For the new service to be an attraction, it must closely match the utility of the automobile. To approximate that utility, three essential features must be achieved: convenience, frequency, and a trip time compatible with that of the automobile. Each of the proposed new routes has been designed with these criteria in mind, thereby providing the community with a workable transportation alternative.

Because they offer a thorough examination of the best transit potentials for the south coast, the MTD is confident that the routes described in this chapter will provide the community a viable choice. Acceptance of the routes, when coupled with other modes, will enable the south coast communities to achieve their collective goals for a balanced transportation system.

## THE CITY OF SANTA BARBARA

The City is currently served by the Downtown-Waterfront Shuttles, direct service between the east and westside, routes to City College, the Mesa, Cottage Hospital, La Cumbre Plaza, the upper eastside and Old Mission, and lines that link the city with the surrounding areas of Goleta, Montecito, Summerland and Carpinteria.

The new routes proposed herein are all *within* the Santa Barbara City limits.<sup>61</sup> These routes are designed to serve close in commuters traveling to, from, and within the downtown area with a frequent and convenient service. Their underlying premise is that transit can effectively compete with the automobile on short trips, i.e., automobile commuters who spend a large percentage of their trip time searching for parking are likely candidates for transit. Continuing this service through the midday period would essentially guarantee these converted transit users the means to travel at any time during the day without running the risk of being “held captive” by a lack of service.

The routes are responsive to the goals of the City’s Circulation Element Update (CEU) which call for more transit service:

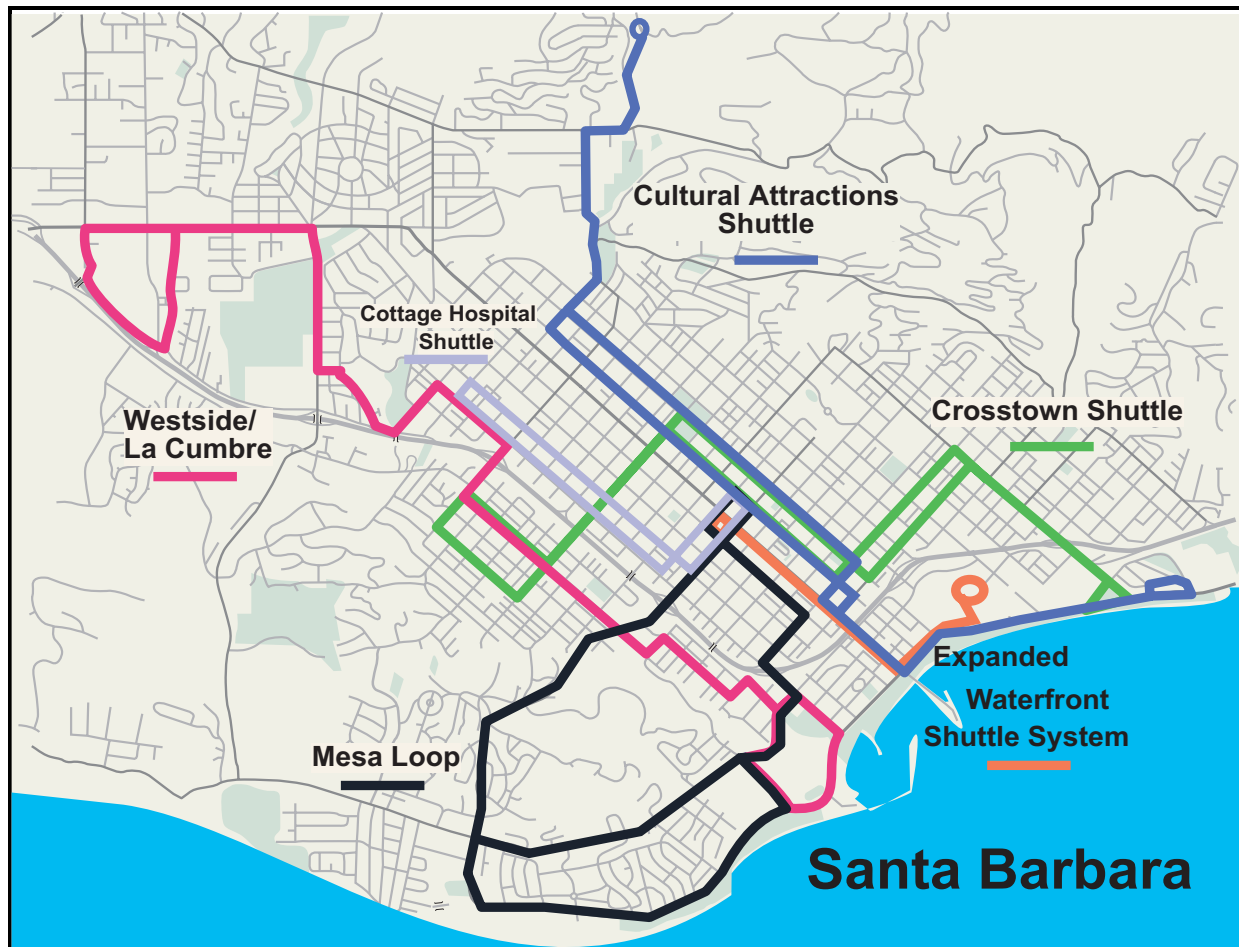
*The City shall promote the development, improvement, expansion, and increased ridership of transit within the City, including the development of new forms of transit as they become available.*<sup>62</sup>

The proposed new routes for the City of Santa Barbara are shown in figure 8-1.

<sup>61</sup> Any new routes linking the city with the surrounding areas can be found under “Regional Routes” later in this chapter. While Santa Barbara Airport, located in Goleta, and Coast Village Road, located in Montecito are part of the city of Santa Barbara, service for those areas are in the Goleta and Montecito segments, respectively.

<sup>62</sup> CEU, Chapter 3, section 3-1.

**FIGURE 8-1**  
**SANTA BARBARA LOCAL ROUTES**



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**Route:** Expanded Downtown Waterfront Shuttle

**Description:** Operates from the proposed Waterfront Aquarium to the Downtown Pavilion<sup>63</sup> at Carrillo and Chapala Street. This expanded service need is predicated on City approval of the Wright family project on the Waterfront and the Levy urban village project on lower State Street.

**Bus Type:** Electric shuttle

**Major Markets:** Wright Family Project (Aquarium, IMAX Theater and Parking Structure), the Urban Village project on lower State Street, retail business on State Street and the Downtown Pavilion.

**Purpose/Benefits:** Preserves the successful Downtown/Waterfront shuttle system while accommodating proposed new activity centers on the Waterfront such as the aquarium and urban village. Extended service hours would be aligned with evening transportation needs along lower State Street for residents, commuters and those patronizing the added attractions.



<sup>63</sup> This will require Police Department approval allowing a left turn for shuttles on State at Carrillo Street.



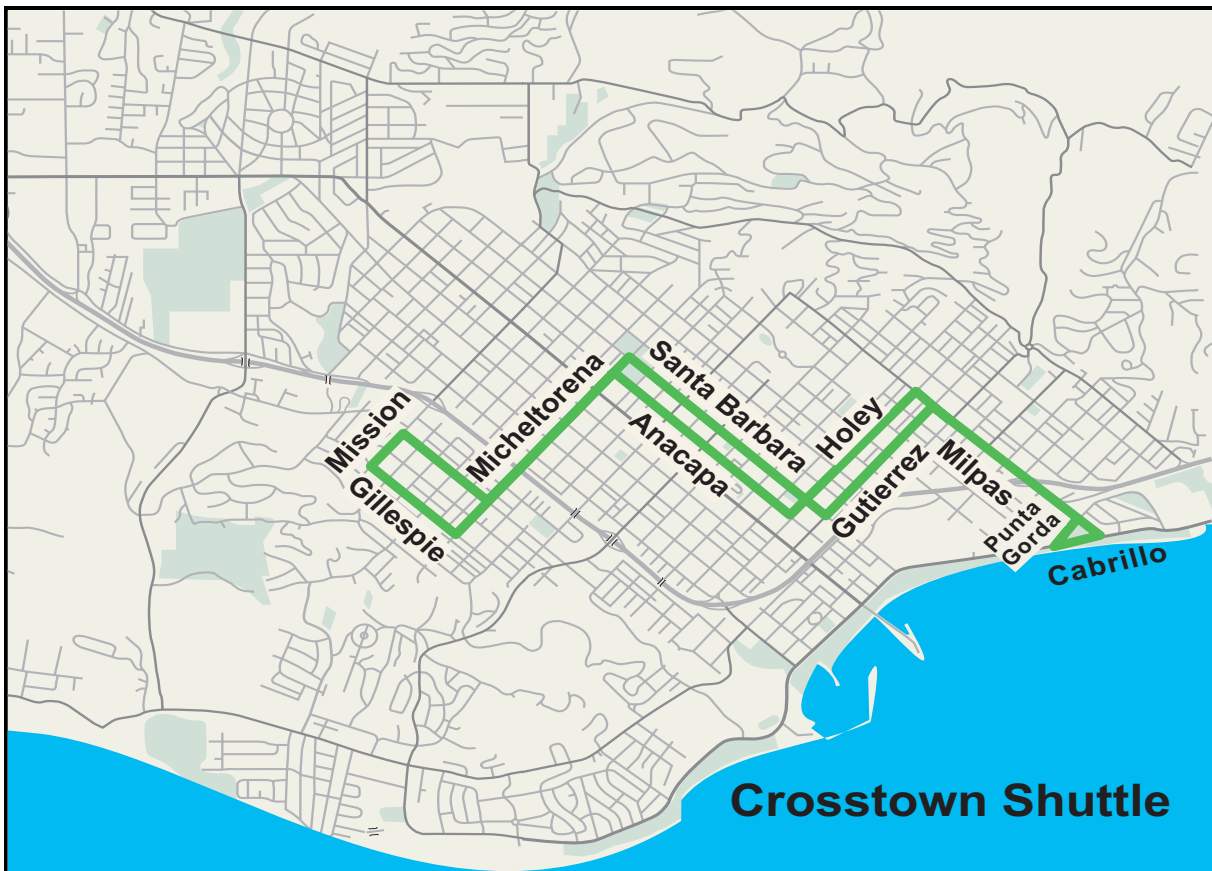
**Proposed Service:** Sunday through Thursday 10am - 6pm every 7 to 9 minutes  
Friday and Saturday 10am - 8pm every 7 to 9 minutes

**Effect on Existing Service:** The route is aimed at accommodating the increased number of persons resulting from the proposed development on the waterfront and lower State-Street and, therefore will have a minimal effect on existing service.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	6 Shuttles	\$1,020,000	\$1,360,000
	(Please see Appendix 1 for detailed cost information.)		

<b>Route:</b>	<b>Crosstown Shuttle</b>
<b>Description:</b>	Direct service between East and Westside residential neighborhoods via Micheltorena Street, Downtown, Haley and Gutierrez Streets.
<b>Bus Type:</b>	Electric
<b>Major Markets:</b>	Westside neighborhoods and stores, Downtown, Eastside neighborhoods, stores and East Beach.
<b>Purpose/Benefits:</b>	This new Micheltorena corridor will establish: (a) an ultra quick link between the westside neighborhoods located adjacent to each side of US101, (b) a faster trip from the westside to downtown jobs and shopping by way of Anacapa and Santa Barbara Streets. (c) a quick and easy connection <sup>64</sup> (2/3 minute trip) to express and trunk service on Chapala and State Streets at Micheltorena, and (d) a faster trip between the Westside and Eastside, two large residential areas with common interests.



<sup>64</sup> According to the 1996 S.B./Eastside survey results, more than 400 riders per day transfer from Line 1 Westside to other lines at the Transit Center, with 54.0% of these heading towards upper State Street and Goleta. A transfer at the Transit Center adds a minimum of 15 minutes to these trips.

**Proposed Service:** Monday Through Friday      7:00am - 5:00pm      Every 15 minutes

**Effect on Existing Service:** The Crosstown Shuttle will undoubtedly take some riders from the current Lines 1 and 2, particularly those “riding through” between the east and westside. This will not only relieve overcrowding on these existing lines, but will enable them to become viable candidates for electric bus service<sup>65</sup>.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 26' EV's	\$750,000	\$433,000
	(Please see Appendix 1 for detailed cost information)		

<sup>65</sup> Peak loads of 50 to 65 occur on a regular basis between 7/8:00am and 2/3:00pm on weekdays. With the Crosstown Shuttle providing an alternative route to and from the westside, these loads will be reduced thereby allowing for the introduction of smaller more friendly electric vehicles to Lines 1 and 2.

<b>Route</b>	<b>Westside/La Cumbre</b>
<b>Description:</b>	Provides direct service from City College, the Westside and Cottage Hospital to upper State Street and La Cumbre Plaza.
<b>Bus Type:</b>	Electric
<b>Major Markets:</b>	City College/lower and upper Westside/Cottage Hospital/ Oak Park/ Samarkand/La Cumbre Plaza
<b>Purpose/ Benefits:</b>	This service links the complete westside area directly to City College, in one direction and Cottage Hospital and upper State Street in the other. Using the current <i>Line 1 Westside</i> requires a transfer at the Transit Center to continue in any direction other than downtown. This new route not only provides a viable transit option for existing riders, but will appeal to potential riders by opening up the entire westside to important commerce and occupational areas, effectively serving as a neighborhood shuttle along a seamless travel corridor from the lower to upper mid-western half of the city.



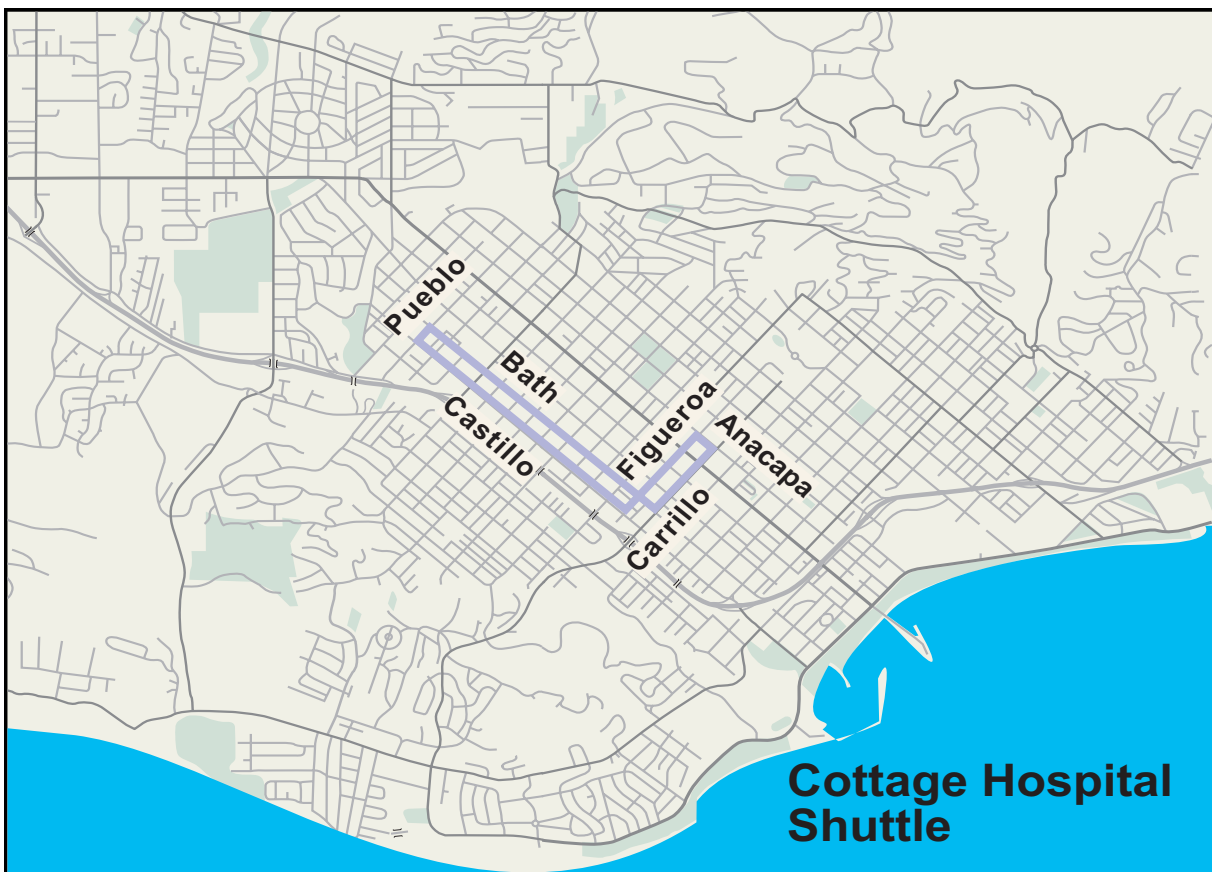
<b>Proposed Service:</b>	Weekdays	6am - 7:30pm	every 30 minutes
	Saturday	6:45am - 7:15pm	every 60 minutes
	Sunday	9:00am - 6:45pm	every 60 minutes

**Effect on Existing Service:** The existing Line 3, Downtown/Cottage Hospital/La Cumbre/ Oak Park service will be canceled with this line taking over the Cottage Hospital/La Cumbre Plaza segment of the route. (The proposed Cottage Hospital Shuttle will provide the link to downtown Santa Barbara) Current westside riders who transfer at the Transit Center to reach the hospital or the upper State Street area will undoubtedly opt for this direct “no-change” service, thereby impacting the volume of riders using existing lines via downtown.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	2 26' EV's	\$500,000	\$444,000
	(Please see Appendix 1 for detailed cost information)		

<b>Route:</b>	<b>Cottage Hospital Shuttle</b>		
<b>Description:</b>	Shuttle service from downtown to Cottage Hospital		
<b>Bus Type:</b>	Electric Shuttle		
<b>Major Markets:</b>	Downtown Santa Barbara, Cottage Hospital and surrounding medical facilities.		
<b>Purpose/ Benefits:</b>	To provide a frequent shuttle service between downtown and Cottage Hospital, featuring a 10 minute trip and frequent headways. This will be a major trip generator for medical facility employees as well as customers by providing a viable alternative for those who currently drive to and from the hospital and the downtown area. The shuttle will facilitate medical patient, commuter and non-commuter (errands, lunch) trips alike.		
<b>Proposed Service:</b>	Weekdays	6:00am - 7:30pm	every 15 minutes
	Saturday	6:45am - 7:15pm	every 15 minutes
	Sunday	9:00am - 6:45pm	every 15 minutes
<b>Effect on Existing Service:</b>	This shuttle will replace the existing Line 3 Cottage Hospital/La Cumbre line however it will operate every fifteen 15 minutes as opposed to the current thirty minutes.		



**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	2 26' EV's	\$500,000	\$459, 000
	(Please see Appendix 1 for detailed cost information)		

<b>Route:</b>	<b>Mesa Loop</b>		
<b>Description:</b>	Links Mesa to downtown		
<b>Bus Type:</b>	Electric		
<b>Major Markets:</b>	SBCC, Shoreline Park, Mesa Ctr., Santa Barbara highlands, downtown Santa Barbara		
<b>Route Purpose/ Benefits:</b>	The Mesa Loop will replace the current Line 17 and in the process a faster, more direct (10 minute) trip via the Carrillo Hill to downtown Santa Barbara. Because this line will provide two way service, residents at the eastern end of the Mesa will be able to reach downtown via the Haley/Chapala corridor. With buses running every 15 minutes on weekdays, the line will have great appeal to both shoppers and commuters as they will have no need to waste time or money on downtown parking.		
<b>Proposed Service:</b>	Weekdays	6:00am - 7:30pm	every 15 minutes
	Saturday	7:00am - 6:00pm	every 30 minutes
	Sunday	9:00am - 6:00pm	every 30 minutes





**Effect on Existing Service:** Although structured somewhat differently, the Mesa Loop by and large will replace the existing *Line 17 Mesa service*. (In order to continue to provide service for the lower westside neighborhood, the *Line 5 Mesa/La Cumbre* service will be modified to serve the San Pascual/Rancheria area between Carrillo and Montecito Streets).

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	4 30' EV's	\$1,000,000	\$720,000
	(Please see Appendix 1 for detailed cost information)		

**Route:** Santa Barbara Cultural Attractions Shuttle

**Description:** Operates from the downtown waterfront hotel area along Cabrillo Boulevard up Santa Barbara Street to the Santa Barbara Mission and as far as the Botanical gardens, stopping at major cultural attractions along the way.

**Bus Type:** Electric

**Major Markets:** Major Cabrillo Blvd. Hotels (Doubletree, Radisson, Harbor View Inn), S.B. Historical Museum, City Hall, El Presidio, County Court House, Alice Keck Park & Memorial Gardens, Santa Barbara Mission, Museum of Natural History and the Botanical Gardens.

**Purpose/Benefits:** Offers a dedicated year-round weekend shuttle service for Santa Barbara's local residents and tourists which covers the major tourist sites in the City of Santa Barbara. By offering service above Sola Street to the Mission, Museum of Natural History, and Botanical Gardens, the cultural attraction shuttle augments the Downtown-Waterfront Shuttle which serves only as far as Sola Street.



**Proposed Service:** Weekends year long from 10am - 5pm, every hour

**Effect on Existing Service:** Because of the increasing demand placed on the current Downtown-Waterfront Shuttles by the growing number of tourists, the Cultural Attractions shuttle is expected to help alleviate some of the overcrowding.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	None	None	\$44,000 <sup>66</sup>
	(Please see Appendix 1 for detailed cost information)		

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<sup>66</sup> An additional promotional cost of \$10,000 per year for the first three years of the service will be needed to successfully advertise the shuttle.

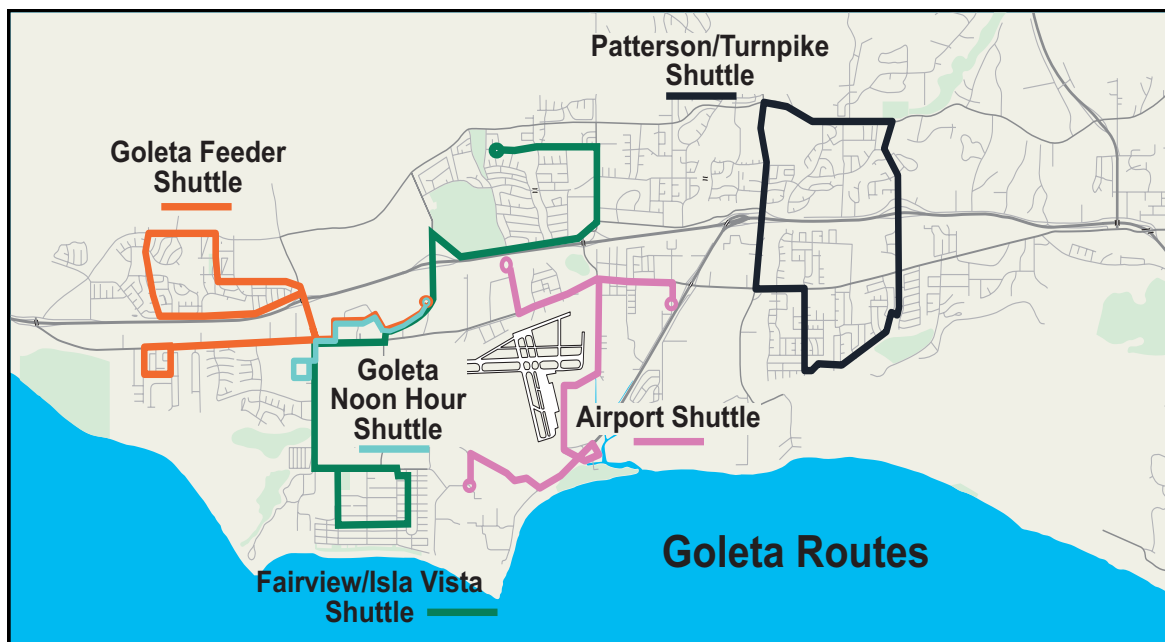
## GOLETA

The routes proposed in this section will add service to neighborhoods in the unincorporated area of Goleta, UCSB, Isla Vista, the Goleta Train depot, Santa Barbara Airport and the Hollister industrial park.

These routes are responsive to the transportation improvements outlined in the Goleta Transportation Improvement Plan (GTIP) as they provide: 1.)near comparable travel time with the automobile; 2.)provide adequate boarding opportunities and; 3.)support both peak hour and midday travel needs. The routes will accommodate the impact of commercial development at the Camino Real Market Place and the Santa Barbara Airport as well as adding shuttle service for neighborhoods and the industrial corridor. The routes also allow commuters who commute by public transportation the opportunity to leave the workplace at any time during the day on reasonably quick notice.

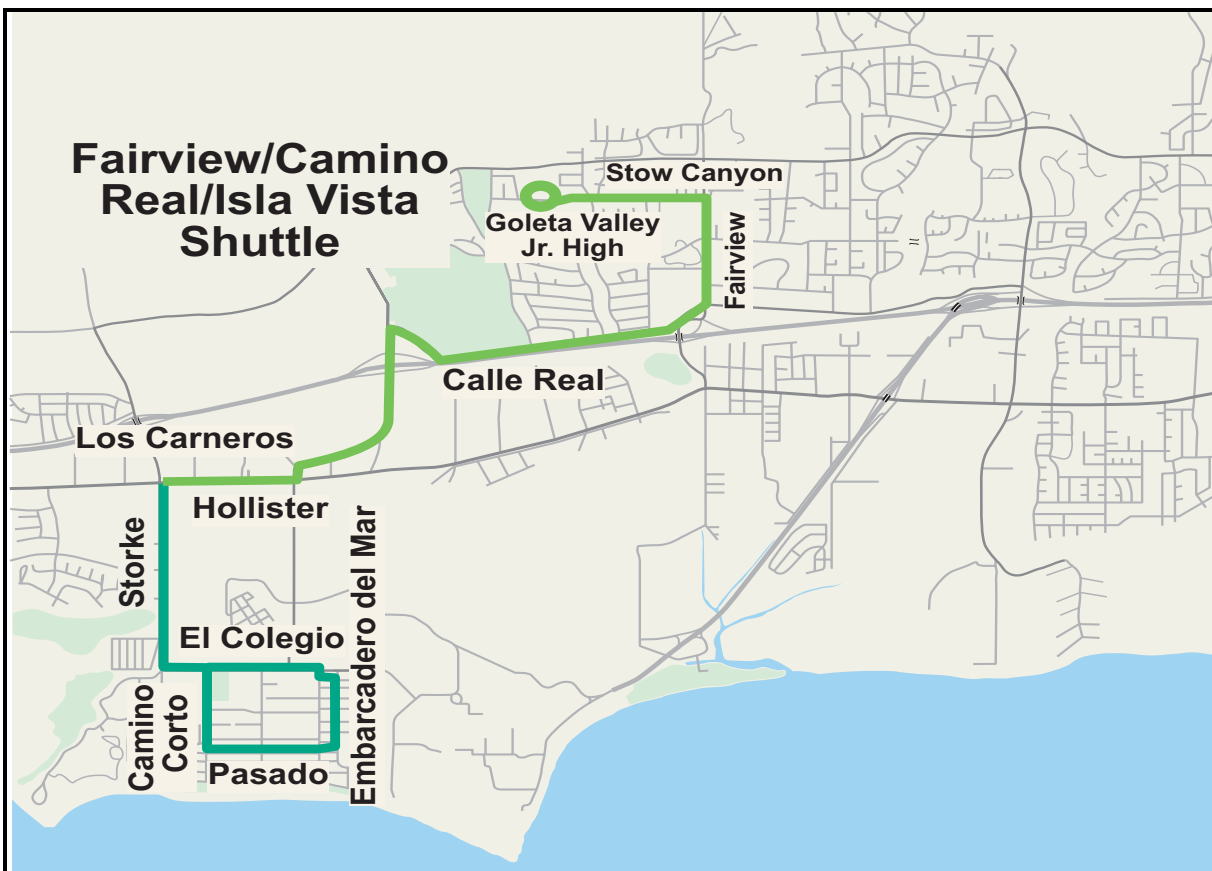
The proposed local routes for Goleta are shown in Figure 8-2 below.

**FIGURE 8-2**  
**GOLETA LOCAL ROUTES**



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<b>Route:</b>	<b>Fairview/Isla Vista Shuttle</b>		
<b>Description:</b>	Provides service between the Fairview neighborhood, the Camino Real Market Place and Isla Vista.		
<b>Bus Type:</b>	Electric		
<b>Major Markets:</b>	Stow Canyon, Goleta Valley Junior High School, the Fairview Center, the Hollister Industrial Park, the Camino Real Market Place and Isla Vista.		
<b>Route Purpose/ Benefits:</b>	This is a multi-purpose route. For commuters, it will provide service to the Hollister Industrial corridor from both the Fairview and Isla Vista neighborhoods, as well as connections from multiple MTD trunk and express lines. Isla Vista shoppers will be able to access not only the Camino Real Marketplace but also the Fairview and Calle Real Shopping Centers. In a similar vein, residents of the Stow Canyon neighborhoods will have a 10 minute trip to the Camino Real Marketplace.		
<b>Proposed Service:</b>	Monday Through Friday	7:15am - 7:45pm	every 30 minutes
	Saturday	10:00am - 5:00pm	every 60 minutes
	Sunday	11:00am - 5:00pm	every 60 minutes

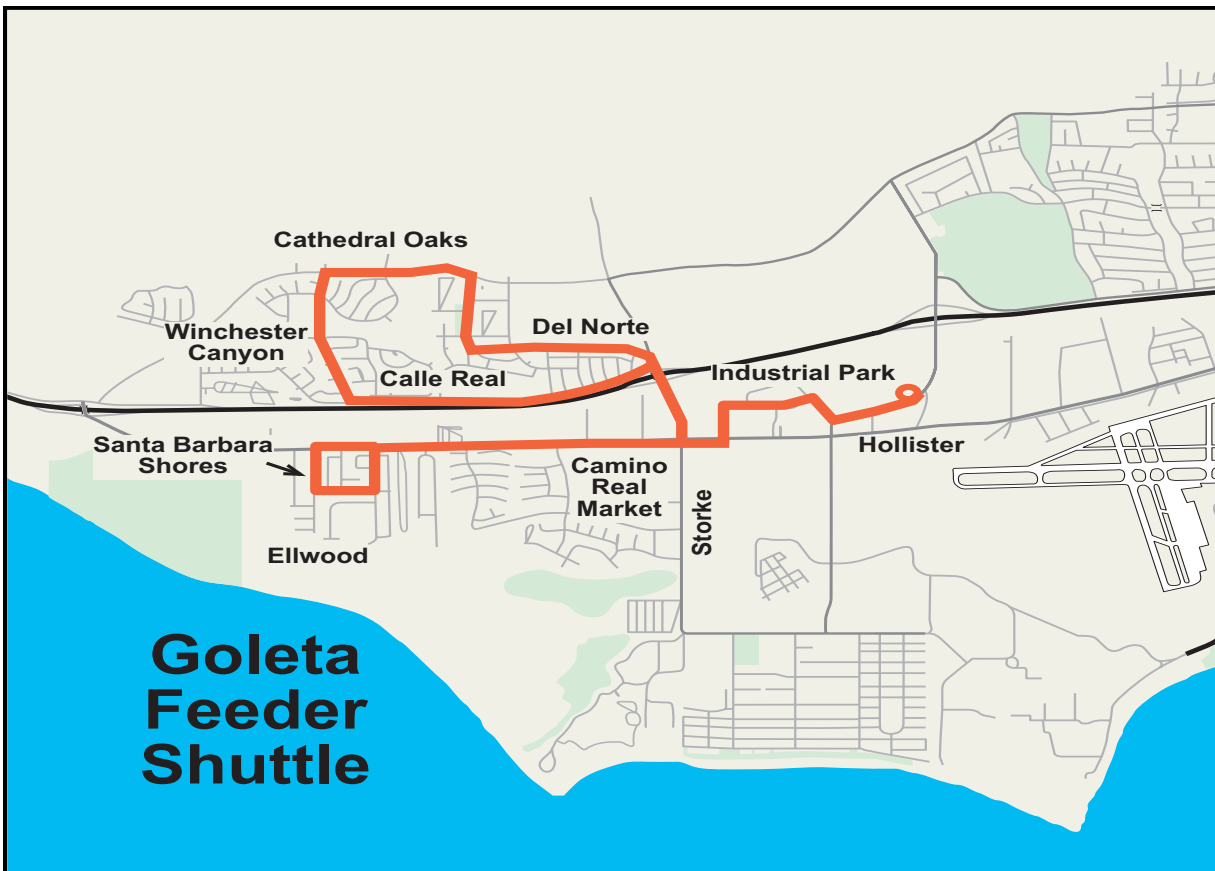


**Effect on Existing Service:** This line will replace the existing current Line 9 IV/Stow Canyon service which previously traveled via downtown Goleta, Ward Memorial Blvd. and UCSB. The Isla Vista linkage to Goleta Valley Junior High School will remain, however they will now be connected via the Camino Real Marketplace instead of Old Town Goleta.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	2 30' EV's	\$500,000	\$387,000
	(Please see Appendix 1 for detailed cost information)		

<b>Route:</b>	<b>Goleta Feeder Shuttle</b>
<b>Description:</b>	Shuttle service linking the western most Goleta neighborhoods to the Camino Real Marketplace and the Hollister Industrial Park
<b>Bus Type:</b>	Electric Shuttles
<b>Major Markets:</b>	Ellwood, Winchester Canyon, Cathedral Oaks, the Camino Real Marketplace, the Hollister Industrial Park and transfers to multiple MTD local and express lines at the Camino Real Transit station.
<b>Route Purpose/ Benefits:</b>	The Goleta Feeder Shuttle would operate during weekday peak hours from Ellwood and Winchester Canyon to the Camino Real Marketplace and the Hollister Industrial Park. It will open up new areas of Winchester Canyon, providing service for the first time along the soon to be linked segment of Cathedral Oaks Road between Placer and Evergreen Drives. Additionally, the line would be linked at the Camino Real transit station to enable fast connections to be made to multiple MTD local and express services.





**Proposed Service:** Weekdays <sup>67</sup> 5:45am - 8:00am every 15 minutes  
 &  
 3:00pm - 5:15pm every 15 minutes

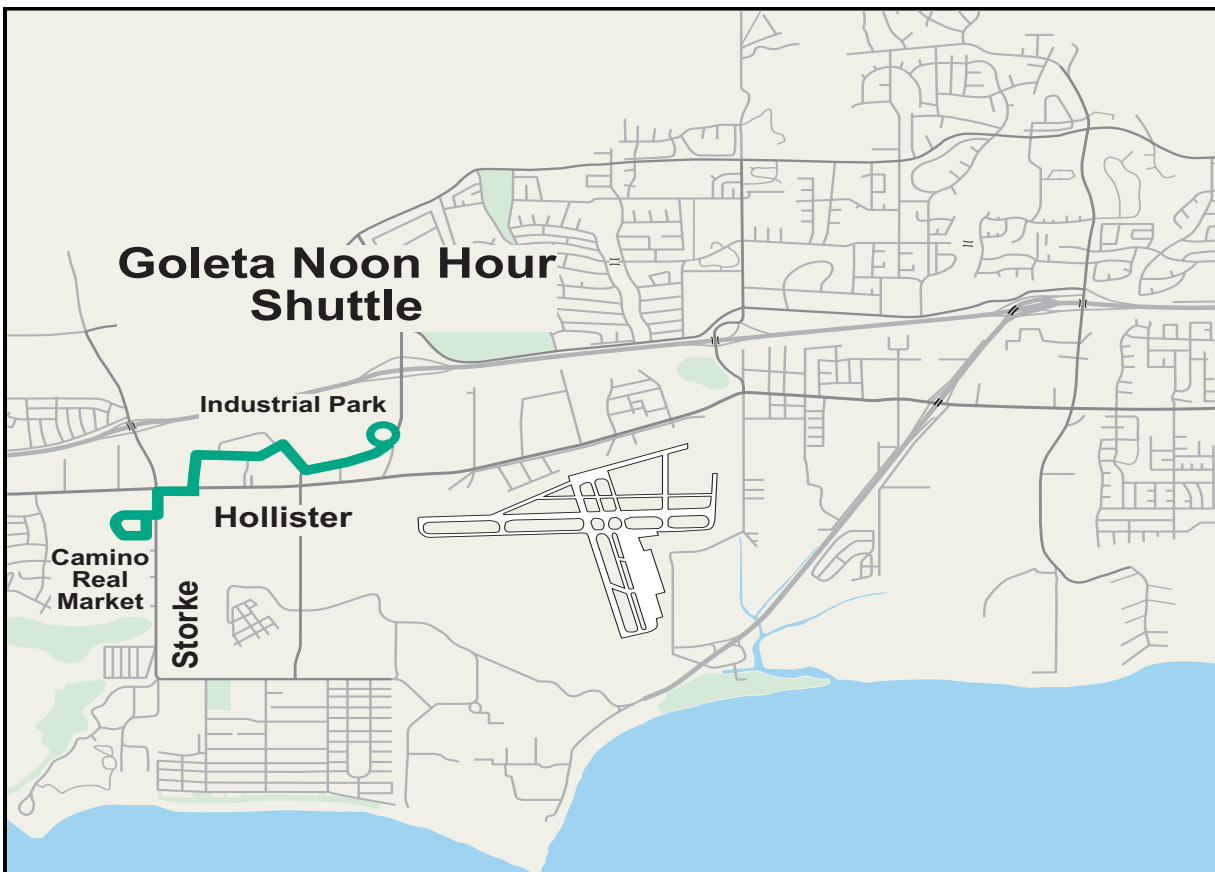
**Effect on Existing Service:** This will replace the existing Line 18 Goleta Loop service which provides a limited number of hourly morning and afternoon trips from Ellwood and Winchester Canyon to the Hollister Industrial corridor. Some of the existing MTD riders currently using other lines in this area will undoubtedly switch to the Goleta Feeder Shuttle because of the frequency it will provide for making connections at the Camino Real transit station to MTD local and express lines.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	4 Shuttles	\$680,000	\$224,000
	(Please see Appendix 1 for detailed cost information)		

<sup>67</sup> Hours of service based on an MTD 1997 mail survey of starting and finishing hours of companies located in the Hollister Industrial Park.

<b>Route:</b>	<b>Goleta Noon Hour shuttle</b>
<b>Description:</b>	Shuttle service linking the Hollister industrial corridor with the Camino Real Marketplace during the weekday noon hour.
<b>Bus Type:</b>	Electric shuttles
<b>Major Markets:</b>	Hollister Industrial Corridor and the Camino Real Marketplace
<b>Route Purpose/ Benefits:</b>	During the midday period these shuttles will link the Hollister/Industrial corridor to the Camino Real marketplace. With shuttles running every five minutes, and the total trip time being a maximum of seven minutes, this service will also have great appeal for the automobile commuter, encouraging them to take the shuttle and leave their car behind.
<b>Proposed Service:</b>	Weekdays    11:15am - 1:30pm    every 7 minutes



**Effect on Existing Service:** No service is currently offered.

**Traffic Impact** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 electric shuttles	Not required <sup>68</sup>	\$102,000
	(Please see Appendix 1 for detailed cost information)		

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<sup>68</sup> Will use vehicles provided by the Goleta Feeder Shuttle project

**Route:**                   **Airport Shuttle**

**Description:** Shuttle service between UCSB, Goleta Beach, the Airport, the Train station, and Old Town Goleta.

**Bus Type:** Electric Shuttle

**Major Markets:** UCSB, Goleta Beach, the Airport, the Train Station and downtown Goleta

**Route/Purpose Benefits:** An intermodal approach serving multiple purposes. The shuttle will provide curbside service from the airport to UCSB, as well as to express buses in downtown Goleta, and the train station on La Patera Lane. *(service to and from the train station will be designed to accommodate the train schedules)*. An additional benefit for local Goleta residents and UCSB is a more frequent service to and from Goleta Beach.

<b>Proposed Service:</b>	Weekdays	7:00am - 7:00pm	every 15 minutes
	Saturday	9:00pm - 7:00pm	every 30 minutes
	Sunday	9:00am - 7:00pm	every 30 minutes



**Effect on Existing Service:** Line 11, running between downtown Santa Barbara and UCSB, currently provides 30 minute service to the stops located outside the airport grounds on William Moffett Place. However this is a “local service”<sup>69</sup> and therefore (other than nearby Isla Vista residents), has limited appeal to arriving or departing airline passengers. The shuttle on the other hand can make fast connections to express buses in downtown Goleta.

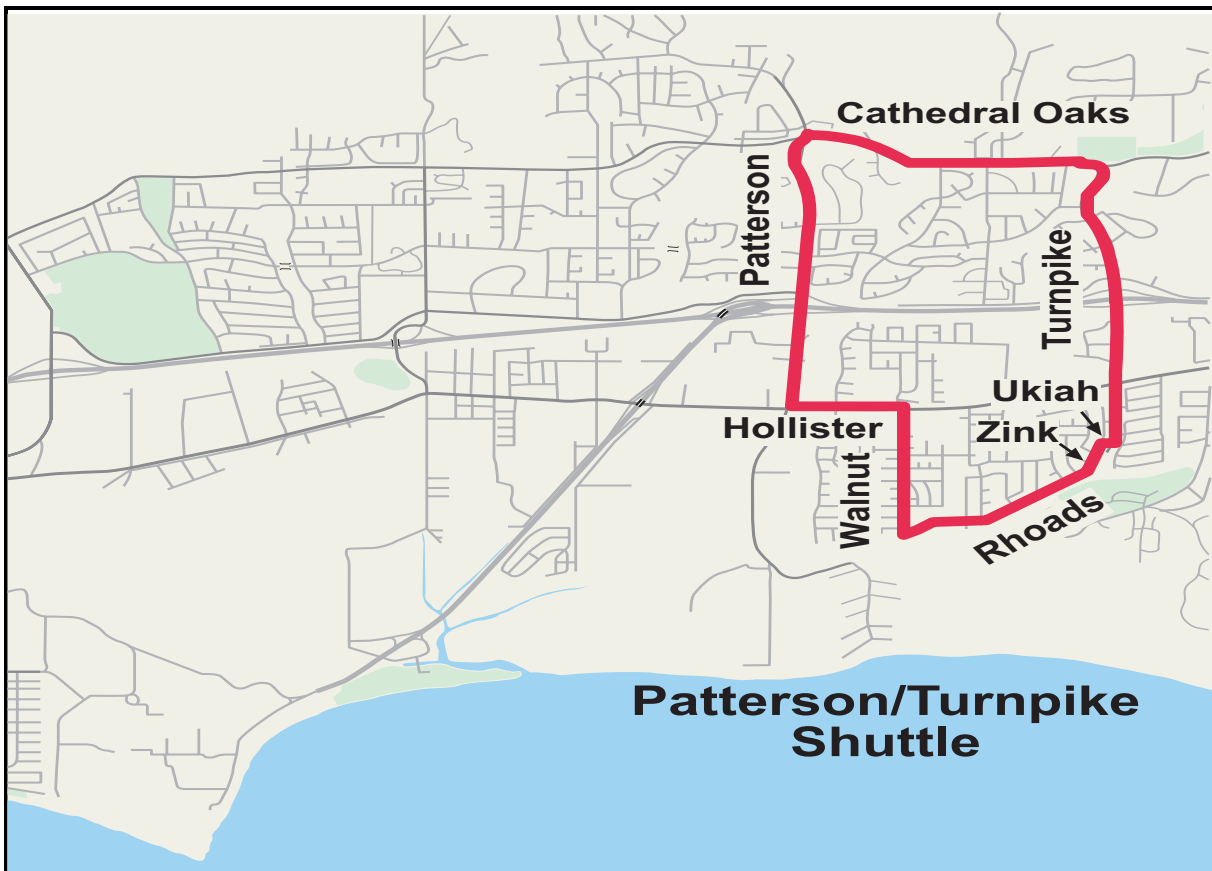
**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	2 Shuttles	\$340,000	\$409,000
	(Please see Appendix 1 for detailed cost information.)		

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<sup>69</sup> Traveling via the Hollister/State corridor, this line can potentially stop up to 30 times before it reaches the Transit Center one hour later.

<b>Route:</b>	<b>Patterson/Turnpike Shuttle</b>		
<b>Description:</b>	Shuttle service to and from the neighborhoods situated between Turnpike in the east and Patterson in the west, located below Hollister and above US 101		
<b>Bus Type:</b>	Electric		
<b>Major Markets:</b>	The Wake Center, Turnpike Road, San Marcos High School, the Turnpike and Magnolia Shopping Centers, Goleta Valley Community Hospital, Patterson Avenue and Tucker's Grove.		
<b>Purpose/ Benefits:</b>	Provides these auto-dependent neighborhoods with a viable transit option for purposes of shopping, school or making connections to MTD's service along Calle Real, Cathedral Oaks and in both directions along Hollister Avenue.		
<b>Proposed Service:</b>	Weekdays	7:00am - 6:00pm	every 15 minutes
	Saturday	10:00am - 5:00pm	every 30 minutes
	Sunday	10:00am - 5:00pm	every 30 minutes



**Effect on Existing Service:** This line will travel in neighborhoods not currently served by transit. Consequently, riders will not be displaced from other service, nor will restructuring of other service be necessary.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	2 26' EV's	\$500,000	\$347,000
	(Please see Appendix 1 for detailed cost information)		

**MONTECITO**

The section examines service modifications in the areas of Montecito. Because of this area's topographical constraints (noted in Chapter 4), service has been focused where it can provide the most benefit to residents and workers. Chapter 7 examined the restructuring of the current Line 14 by shortening the Montecito end of the trip to cover the inner (Olive Mill/San Ysidro) loop only. The outer loop (E. Valley/Sheffield/N/ Jameson) will be served by an electric shuttle with its schedule being synchronized with that of Line 14 to ensure an easy transition to and from Santa Barbara.



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<b>Route:</b>	<b>East Montecito Shuttle</b>		
<b>Description:</b>	Shuttle service between Coast Village Road and the eastern end of Montecito, bordered by San Ysidro, East Valley, Sheffield and North Jameson Roads.		
<b>Bus Type:</b>	Electric Shuttle		
<b>Major Markets:</b>	The Coast Village Road shopping corridor, the upper Montecito Village and the surrounding residential neighborhoods.		
<b>Purpose/ Benefits:</b>	To improve transit circulation within Montecito. The shuttle is designed to serve this rural eastern segment of Montecito with smaller, quieter electric buses, thereby allowing the Montecito/Downtown, Line 14 route to be shortened up to provide a more direct and frequent service. The shuttle would provide virtual door to door bus service to Coast Village Road and Montecito Village, with frequent connections to Santa Barbara or Carpinteria		
<b>Proposed Service:</b>	Weekdays	7:00am - 7:00pm	every 30 minutes
	Weekends	8:30am - 7:30pm	every 30 minutes



**Effect on Existing Service:** This shuttle will replace the existing Line 14 on this outer Montecito loop and will provide 30 minute service instead of the current 60 minutes.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	1 Shuttle	\$170,000	\$246,000
	(Please see Appendix 1 for detailed cost information)		

## CARPINTERIA

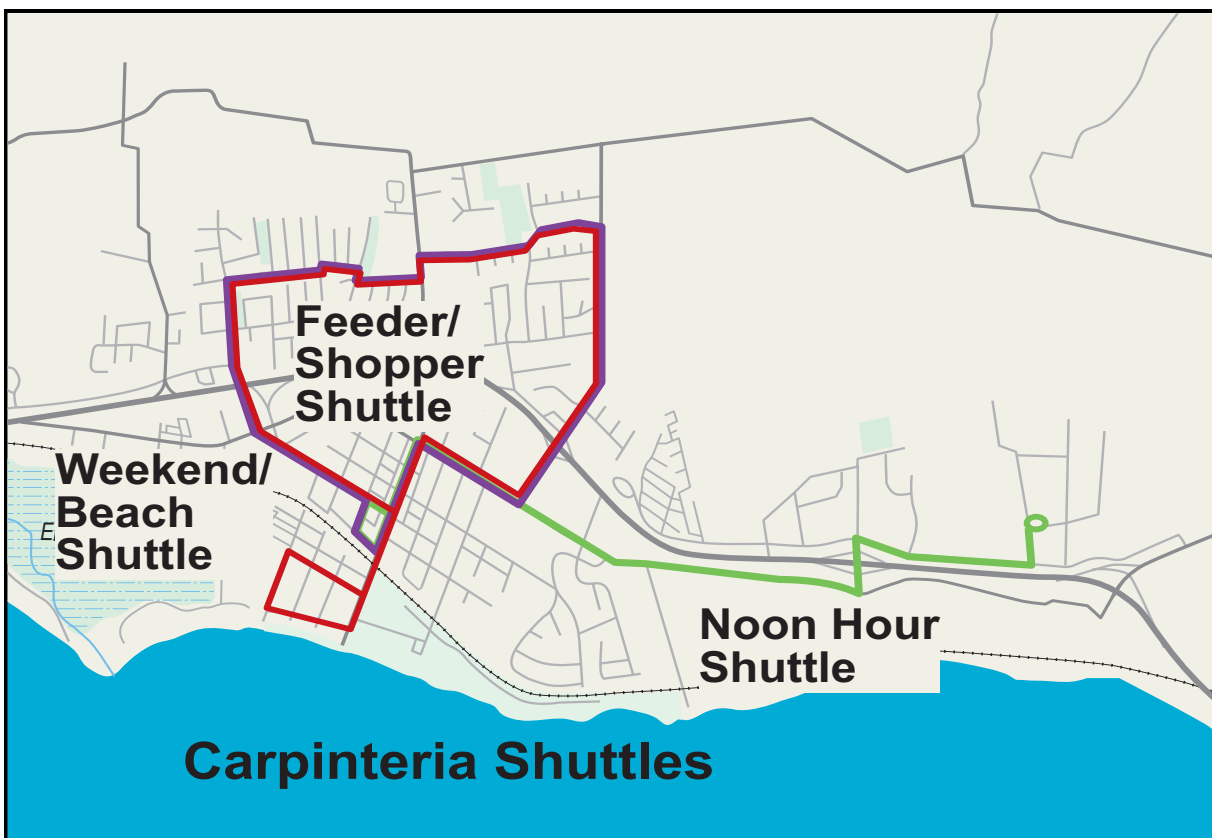
The routes described in this section are all within the Carpinteria City limits. Carpinteria currently is served only by the MTD line 20. Line 20 provides trunk service all week and a very limited express service during weekday morning and afternoon peak hour periods. It serves only the main arterials which in many cases are beyond a reasonable walking distance from residential areas.

These new electric shuttle routes are designed to accomplish four objectives:

- Link neighborhoods to inbound and outbound express and local bus service at key bus stops.
- Prevent those commuting by transit from being “stranded” at the workplace during the midday period.
- Provide access via transit to shopping and city beaches
- Mitigate traffic congestion and parking shortages in the downtown area.

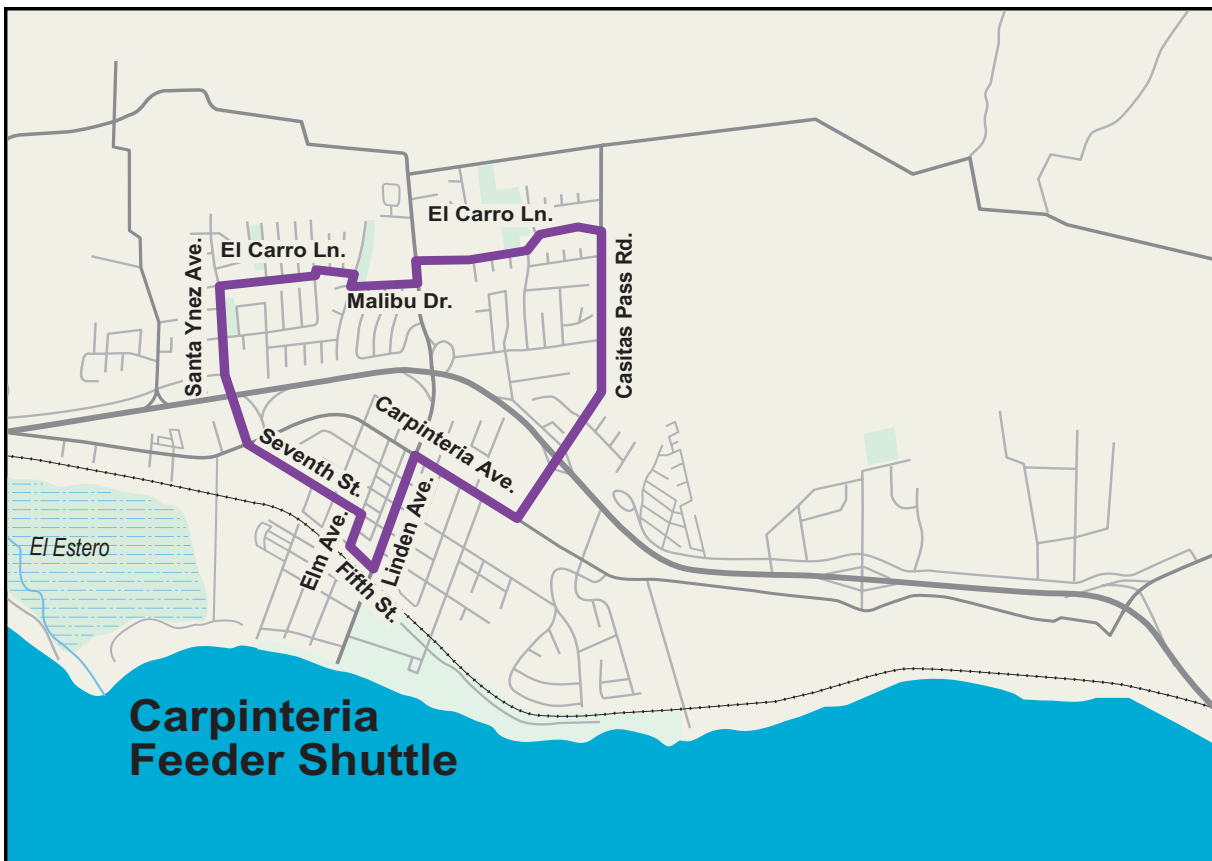
The proposed routes for the City of Carpinteria are shown in figure 8-3 below.

**FIGURE 8-3**  
**CARPINTERIA LOCAL ROUTES**



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<b>Route:</b>	<b>Carpinteria Feeder/Shopper Shuttle</b>
<b>Description:</b>	A two way shuttle service from residential neighborhoods north and south of US 101 to the downtown Carpinteria commercial area as well as to connecting express and local bus service.
<b>Bus Type:</b>	Electric Shuttles
<b>Major Markets:</b>	Downtown Carpinteria and residential areas north and south of Highway 101.
<b>Purpose/ Benefits:</b>	During peak hours, the shuttle will be synchronized with express and local service linking Carpinteria to Santa Barbara and Goleta. During non peak hours it will meet the transportation needs of shoppers who choose not to drive their automobile. In the peak-hours it will provide congestion relief to downtown Carpinteria by providing a direct link from the neighborhoods to local and express buses. Likewise, shoppers using the shuttle can avoid downtown traffic congestion and parking shortages.



**Proposed Service:** Weekdays 5:30am - 8:00pm every 30 minutes<sup>70</sup>

**Effect on Existing Service:** This will provide a completely new market of transit users.

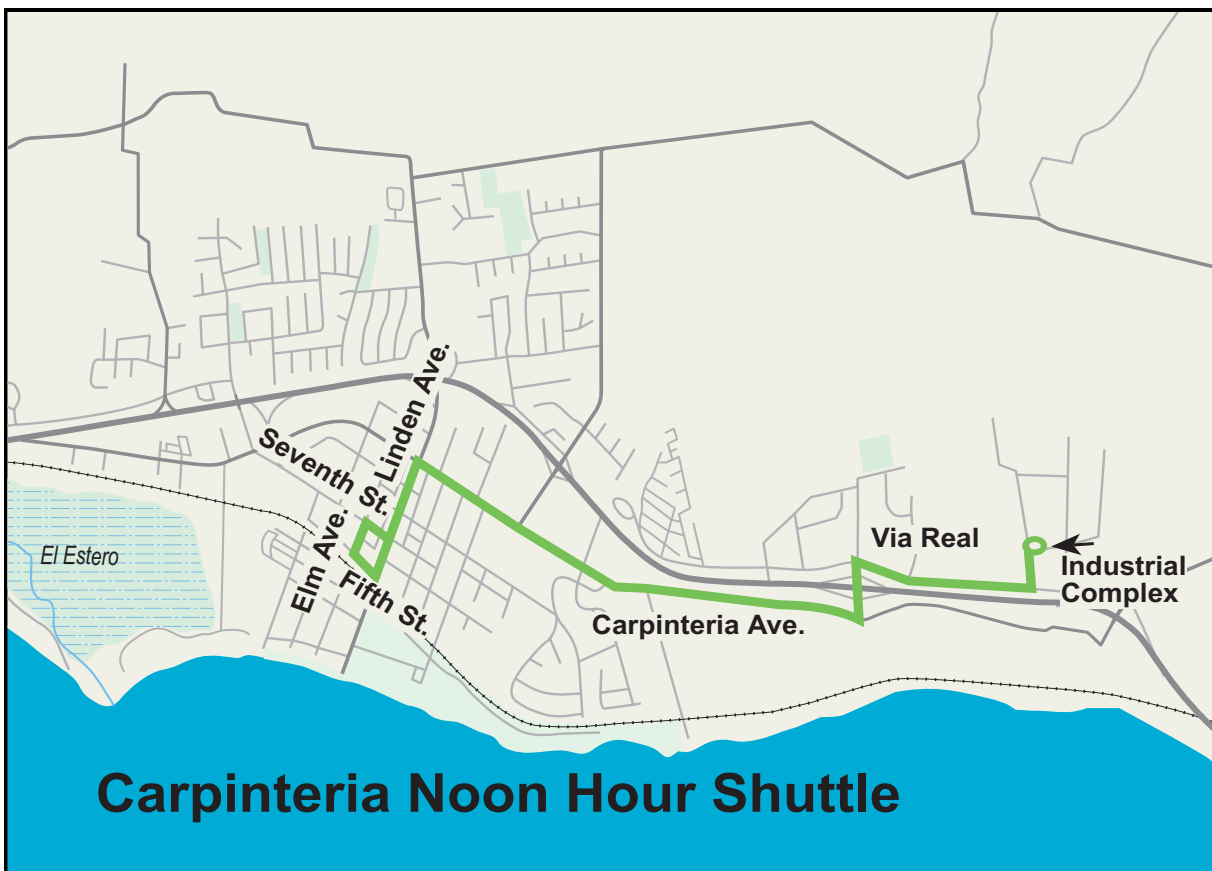
**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 Shuttles	\$510,000	\$404,000
	(Please see Appendix 1 for detailed cost information)		

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<sup>70</sup> Because the shuttle operates this route in both directions, passengers will have a shuttle passing by in one direction or the other every 15 minutes.

<b>Route:</b>	<b>Carpinteria Noon Hour shuttle</b>
<b>Description:</b>	A shuttle designed to operate via Mark Avenue and Cindy Lane linking these employees to downtown Carpinteria during the noon hour <sup>71</sup> .
<b>Bus Type:</b>	Electric shuttle
<b>Major Markets:</b>	Downtown Carpinteria, QAD, Mark Avenue industrial corridor
<b>Purpose/ Benefits:</b>	The noontime shuttle will provide employees of Carpinteria's growing high-tech community an opportunity to have lunch, or run errands, in downtown Carpinteria. This will lessen the traffic congestion and scarcity of parking, while at the same time provide much needed lunchtime transportation for those who choose to commute by transit.
<b>Proposed Service:</b>	Weekdays    11:00am - 2:00pm    every 30 minutes



<sup>71</sup> A November 1997 survey of employers indicated that there are approximately 1,500 employees in this area, with this figure increasing to approximately 2,000 in the next 2/3 years.



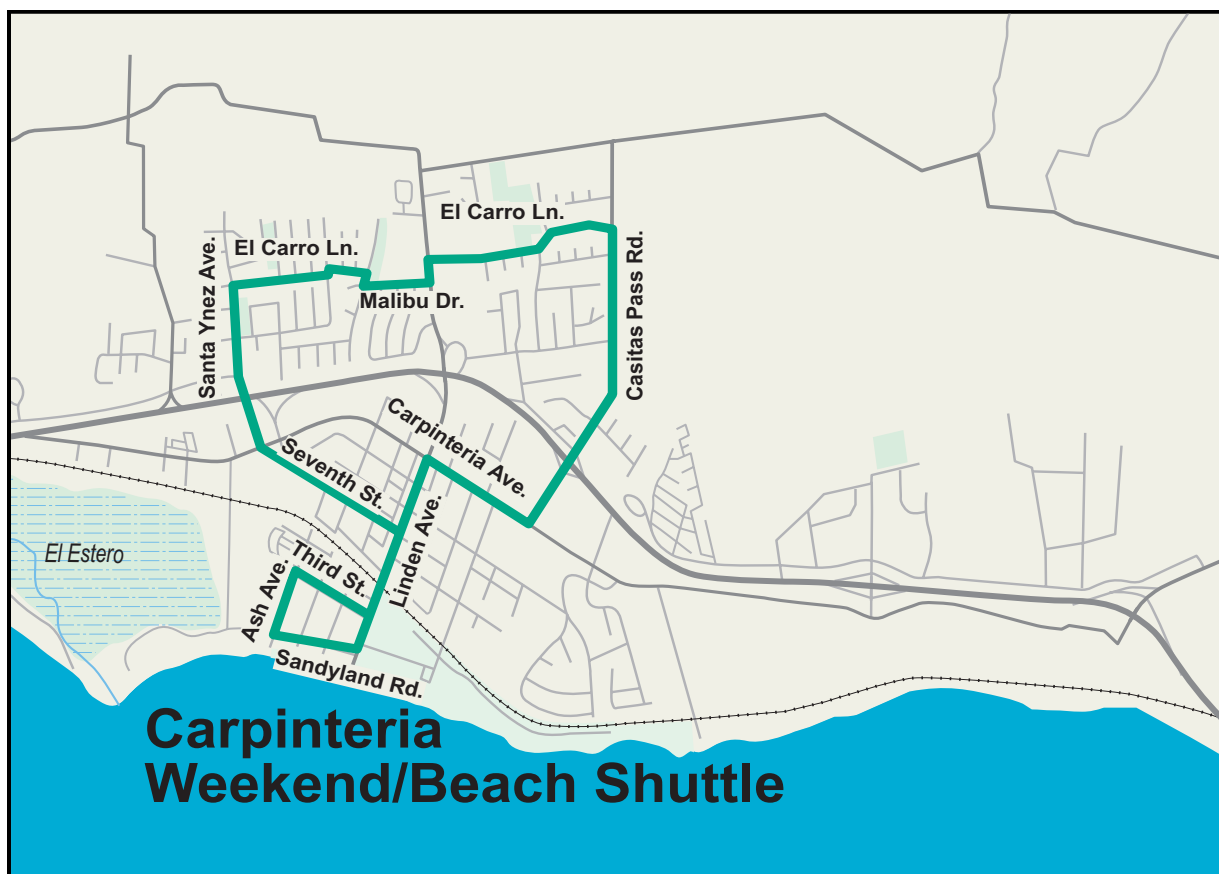
**Effect on Existing Service:** The existing Line 20 local as well as the proposed Santa Barbara/Carpinteria Express will also be providing service between Mark Avenue and downtown Carpinteria thereby combining with the shuttle to offer trips every ten minutes. The shuttle would not have a detrimental effect on existing service as the current frequency does not allow for this type of noon hour trip.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	1 electric shuttle	Not required <sup>72</sup>	\$43,000
	(Please see Appendix 1 for detailed cost information)		

<sup>72</sup> Vehicles from the Carpinteria Feeder/Shopper Shuttle will be made available for this service.

<b>Route:</b>	<b>Carpinteria Weekend/Beach Shuttle</b>
<b>Description:</b>	Shuttle service from residential neighborhoods to downtown Carpinteria and City Beaches.
<b>Bus Type:</b>	Electric shuttle
<b>Major Markets:</b>	Downtown area and recreational facilities at the City Beach and Salt Marsh Park.
<b>Purpose/ Benefits:</b>	Expand the weekday feeder/shopper shuttle to include recreational areas which lack adequate parking and are beyond a reasonable walking distance for the residents on the north side of Highway 101. This shuttle will allow residents to move freely around the City thereby eliminating traffic congestion and parking worries. Local merchants will also benefit. Shuttles will provide campers from State beaches with easy access to stores and restaurants which are not within easy walking distance from the campgrounds.
<b>Proposed Service:</b>	Saturday and Sunday      10:00am - 5:00pm      every 30 minutes



**Effect on Existing Service:** None

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 electric shuttles	Not required <sup>73</sup>	\$100,000
	(Please see Appendix 1 for detailed cost information)		

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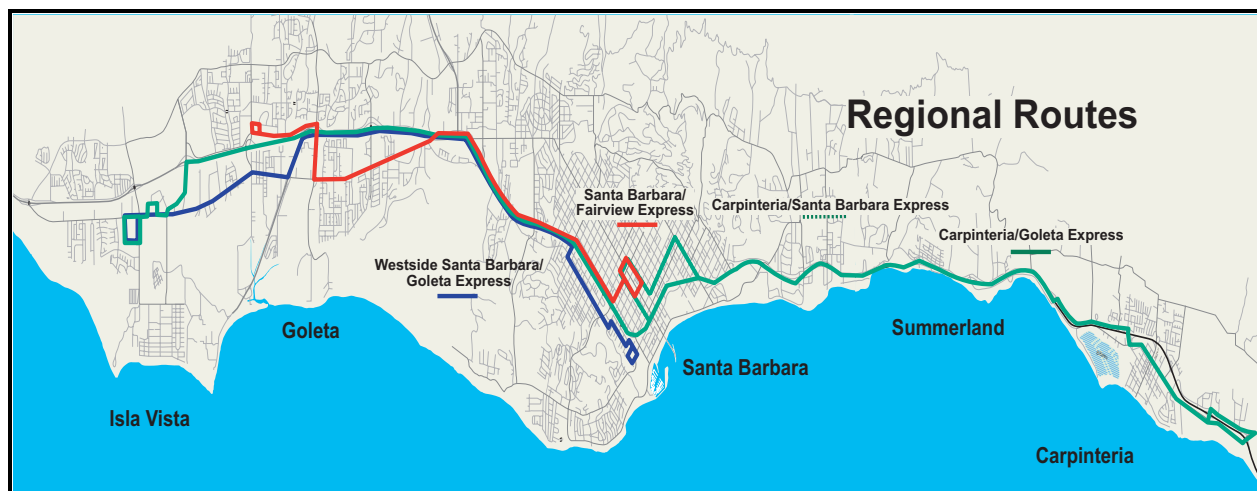
<sup>73</sup> Vehicles from the weekday Carpinteria Feeder/Shopper Shuttle will be made available for this service.

## REGIONAL SERVICE

Previous sections of this chapter focused on new routes proposed for individual regions of the MTD service area; the City of Santa Barbara, Goleta, Montecito and Carpinteria. In this section we propose to link these regions with new routes which will enhance local and express service and become an integral factor in the effective functioning of the whole system.

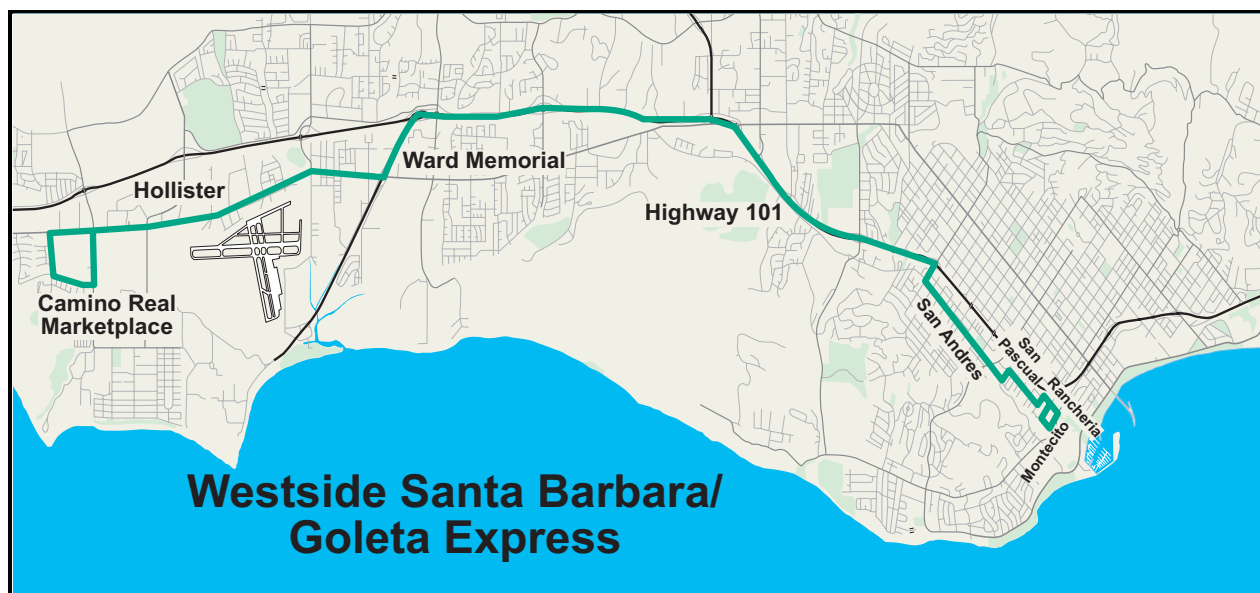
Accordingly, the proposed new inter-regional routes are shown in figure 8-4 below. Each route is shown by color code.

**FIGURE 8-4  
REGIONAL ROUTES**



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<b>Route:</b>	<b>Westside/Goleta Express</b>		
<b>Description:</b>	Express service from the west side neighborhoods of Santa Barbara to downtown Goleta and the Camino Real Marketplace.		
<b>Bus Type:</b>	40' Low Floor		
<b>Major Markets:</b>	West side of Santa Barbara, downtown Goleta and the Camino Real Marketplace.		
<b>Purpose/ Benefits</b>	An express link to shorten the trip time by transit between the densely populated westside of Santa Barbara, downtown Goleta, and the Camino Real Marketplace in Goleta. This service will be a transit incentive in the future for commuters and shoppers who find the existing service between these major markets too inconvenient to be practical. Trip time by transit will be almost halved. This would help relieve peak-hour traffic as those who would find the current service via the Transit Center and downtown Santa Barbara too time consuming would be able to use transit as a viable alternative.		
<b>Proposed Service:</b>	Weekdays	6:30am - 5:30pm	every 30 minutes
	Saturday	10:00am - 5:00pm	every 30 minutes
	Sunday	2:00pm - 4:00pm	every 30 minutes



**Effect on Existing Service:** Because of the planned opening of the Camino Real Marketplace, a significant number of new trips will occur<sup>74</sup>. In addition, westside residents who currently commute by car to downtown Goleta and the Hollister Industrial corridor will find the service very appealing.

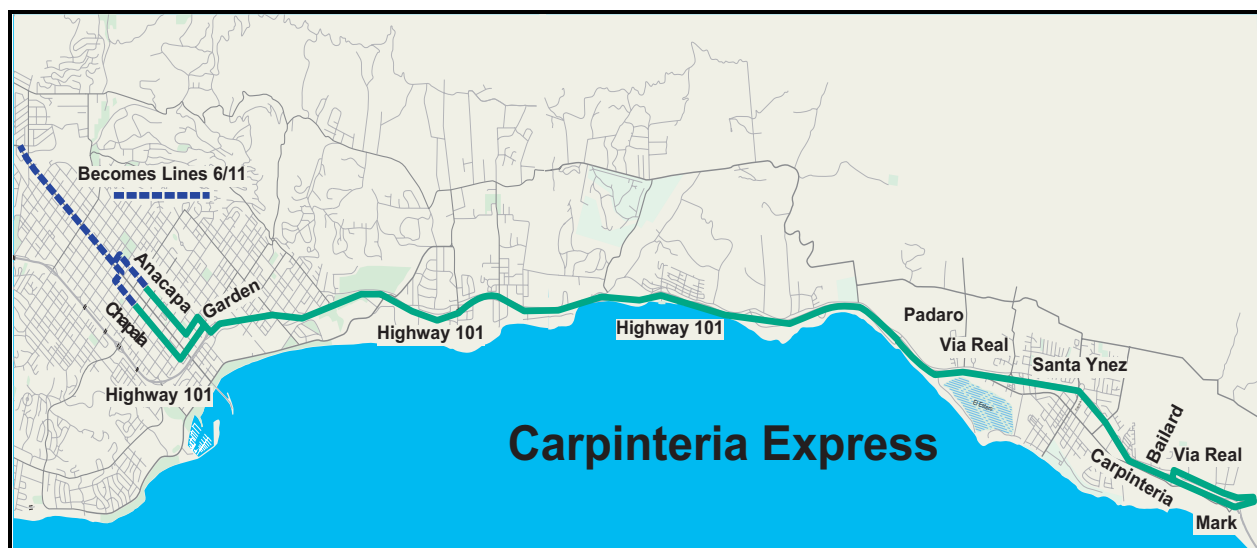
**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 40' buses	\$900,000	\$579,000
	(Please see Appendix 1 for detailed cost information)		

---

<sup>74</sup> The Camino Real Marketplace will have approximately 1,000 full time and up to 2,000 part-time employees.  
(Source: Wynmark Corporation)

<b>Route:</b>	<b>Santa Barbara/Carpinteria Express</b>
<b>Description:</b>	Provides express service between downtown Santa Barbara and Carpinteria.
<b>Bus Type:</b>	40 foot Low Floor
<b>Major Markets:</b>	Mid-town State Street, the Anacapa/Chapala corridor in downtown Santa Barbara, the Haley/Gutierrez corridor as far as Garden Street, the City of Carpinteria and the Mark Avenue Industrial park.
<b>Purpose/ Benefits:</b>	On-board rider surveys <sup>75</sup> have revealed a solid market of end to end riders who would benefit from better express service than the extremely limited service <sup>76</sup> currently offered. It will effectively compete with the automobile by providing a rapid link between Carpinteria and Downtown Santa Barbara (e.g. 25 minutes from Carpinteria and 7th, to Chapala and Carrillo) Also, by being interlined with Line 11, the Santa Barbara/Carpinteria Express will become part of the downtown transit corridor along Anacapa and Chapala, thereby enabling riders from upper and mid State Street to continue without a change of bus, all the way to Carpinteria.



<sup>75</sup> The S.B./Eastside on board survey shows that on an average weekday, 53.0% of all riders boarding Line 20 within the City of Carpinteria are heading to the Transit Center, or to other Downtown Santa Barbara stops.

<sup>76</sup> Line 20 operates an extremely limited number of express trips at the present time. These would be replaced by this line.



**Proposed Service:** Weekdays 6:00am - 9:00pm every 30 minutes  
 Weekends 7:30am - 7:30pm every 60 minutes

**Effect on Existing Service:** This will have an impact on the ridership of the existing Line 20 local service however many of these services are currently overloaded and need some relief. The introduction of 30 minute express service together with the proposed connecting shuttles from the surrounding neighborhoods will produce a new market of potential riders, as will the improved service to and from the Mark Avenue area.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirement</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	*Two Large Buses	\$300,000	\$566,000
(Please see Appendix 1 for detailed cost information. *One bus reallocated to this line from Lines 1 & 2, leaving a purchase requirement of only one.)			

**Route:** Carpinteria/Goleta Express

**Description:** Provides express service from the City of Carpinteria and the Mark Avenue industrial corridor in the east, and the Hollister industrial corridor and the Camino Real Marketplace in the west.

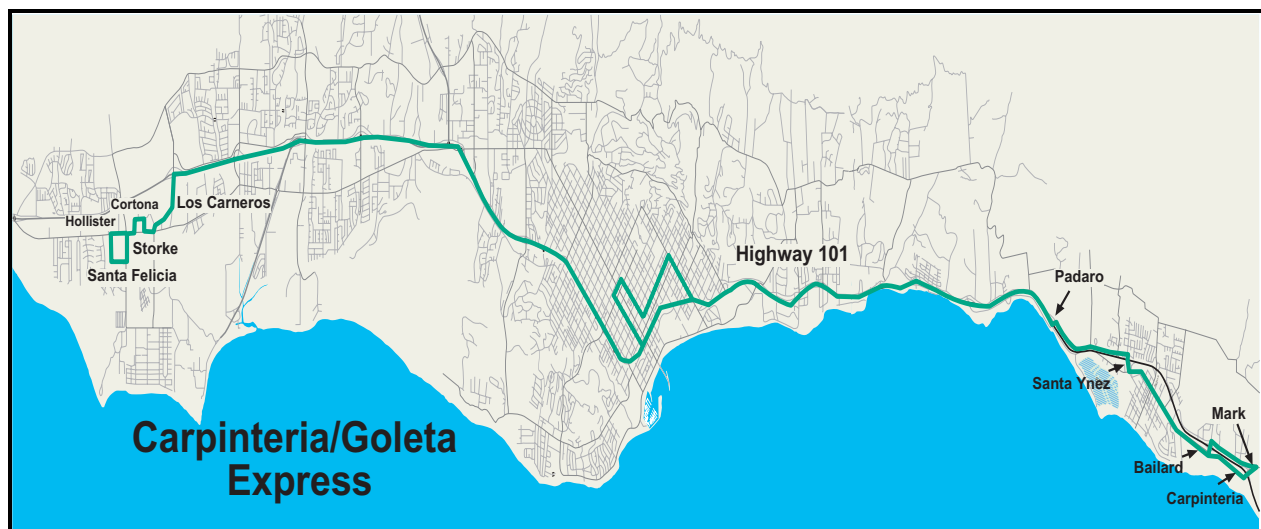
**Bus Type:** 40' Low-Floor

**Major Markets:** Downtown Carpinteria, the Mark Avenue and Hollister Industrial corridors, and the Camino Real Marketplace

**Purpose/ Benefits:** An attraction to non-traditional transit users based on its convenience, frequent service and trip times competitive with the automobile. It is anticipated to bring about congestion relief during peak travel times, additional modal choice, energy conservation, and a positive impact on air quality. Trip time on transit from downtown Carpinteria to the Hollister industrial corridor is currently 1 1/2 hours, necessitating a transfer at the Transit Center in downtown Santa Barbara. Trip time on the Express will be 42 minutes.

<b>Proposed Service:</b>	Weekdays	6:00am - 8:30pm	every 30 minutes
	Saturday	10:00am - 5:00pm	every 60 minutes
	Sunday	12:00pm - 4:00pm	every 60 minutes

**Effect on Existing Service:** With the aid of connecting shuttles at both ends of the line, this service squarely targets two groups, the long distance work commuters and Carpinteria residents who will have a fast freeway direct service to the Camino Real Marketplace. It is aimed at a new clientele and is not expected to have an impact on the existing lines.



**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	*4 40' buses	None	\$819,000
(Please see Appendix 1 for detailed cost information. *Four spare buses reallocated from Lines 1 & 2 )			

**Route:** Santa Barbara/Fairview Express

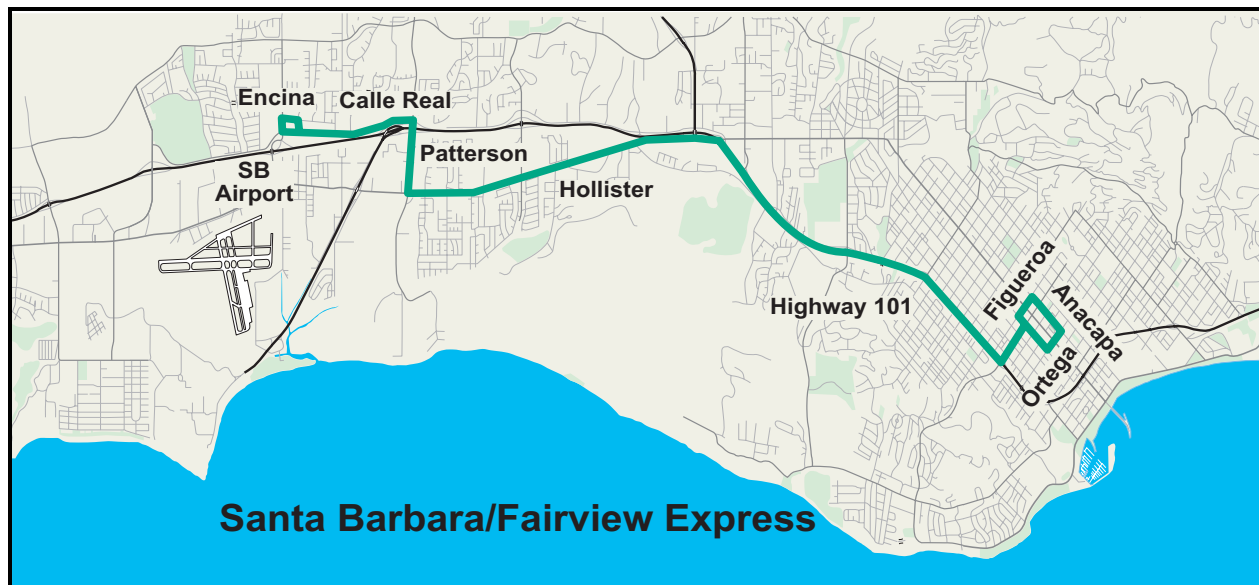
**Description:** Express Service linking downtown Santa Barbara and the Calle Real and Fairview Shopping Centers via Highway 101 and Hollister Avenue.

**Bus Type:** 40' Low Floor

**Major Markets:** Downtown Santa Barbara, San Marcos High School, Turnpike Center, Magnolia Center, Goleta Valley Community Hospital, Calle Real Center and Fairview Center.

**Purpose/  
Benefits:** On-board Origin/Destination surveys<sup>77</sup> continue to reveal a high volume of riders heading to downtown Santa Barbara from the segment of the Hollister corridor between Patterson Avenue and Highway 154. Using the existing local lines this can be up to a 40 minute trip. The proposed service will “collect” along Hollister and then express from U.S. 154 directly into downtown.

<b>Proposed Service:</b>	Weekdays	6:00am - 7:15pm	every 30 minutes
	Saturday	8:00am - 6:00pm	every 30 minutes
	Sunday	9:00am - 5:00pm	every 30 minutes



<sup>77</sup> This segment of the Hollister Corridor is the fourth highest area with regard to rider production, ranking behind the Transit Center, the downtown/State corridor and UCSB, and ahead of Isla Vista and Downtown Goleta.

**Effect on Existing Service:** By collecting the Hollister Avenue riders who are destined for downtown Santa Barbara the trunk lines (6 & 11) will be in a better position to cope with the increasingly heavier loads that they experience, along State Street as they get closer to Santa Barbara.

**Traffic Impact:** See Appendix 2

<b>Cost:</b>	<u>Vehicle Requirements</u>	<u>Capital Cost</u>	<u>Annual Operating Cost</u>
	3 40' buses	\$900,000	\$742,000
	(Please see Appendix 1 for detailed cost information)		

## APPENDIX 1

### Detailed Costs for Recommended Changes to Current Service (Chapter 7)

- *All costs* shown below are in 1998 dollars
- *Operating costs* are based on MTDs 1998 rate of \$57.00 per hour.
- *Capital Costs* are based on recent MTD vehicle procurements
- *Day Types* are based on a typical year containing 253 weekdays, 54 Saturdays and 56 Sundays. This is because Saturday or Sunday service is substituted on certain holidays.

#### • Westside/Eastside Santa Barbara, Lines 1 & 2

##### *Operating Cost Calculations:*

Day Type	Action	Additional buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
(a) Daily	-----	*9 Electric	11.0	363	\$57.00	\$227,601
(c) Daily	add 1 extra trip	-----	1.25	363	57.00	\$ 25,864
<b>Total</b>	-----	-----	-----	-----	-----	<b>\$253,465</b>

*\* 9 Electric buses over the course of a day will replace 5 large diesel buses, however the actual increase in operating hours translates to only one additional driver.*

##### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium size electric	9	\$250,000	\$2,250,000
40 Foot Low Floor Diesels	#(5)	-----	-----
			<b>\$2,250,000</b>

# Buses reallocated to the Carpinteria/Goleta Express and the Santa Barbara/Carpinteria Express.

#### • Oak Park, Line 3

##### *Operating Cost Savings*

Day Type	Action	Number of Buses	Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	2	(25.6)	253	\$ 57.00	(\$369,178)
Saturdays	delete service	1	(12.5)	54	\$ 57.00	(\$ 38,475)
Sundays	delete service	1	(9.75)	56	\$ 57.00	(\$ 31,122)
<b>Total</b>	-----	-----	-----	363	-----	<b>(\$438,775)</b>

##### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager Buses	*(2)	-----	-----

*\* Villager Buses will be retired from service*

• Mesa/La Cumbre, Line 5

**Additional Operating Cost Calculations:**

Day Type	Action	Number of Additional buses	Additional Op/ Hours Per Day	Number of Days	At Rate of	Total Additional Annual Operating Cost
(a) Weekdays	intro 30 min. headways	1	20	253	\$57.00	\$288,420
<b>Total</b>	-----	-----	-----	----	-----	<b>\$288,420</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager	*1	-----	-----

\* Re-allocated from a discontinued line.

• State/Hollister Local to Fairview Center, Line 6

**Additional Operating Cost Calculations:**

Day Type	Action	Additional buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
(a) Weekdays	add bus	1	16	253	\$57.00	\$230,736
(c) Sundays	intro Sun. service	*5	65.0	56	\$57.00	\$207,480
<b>Total</b>	-----	-----	-----	----	-----	<b>\$438,216</b>

\* Sunday buses are taken from weekend spares fleet

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 Foot Low Floor	1	\$300,000	<b>\$300,000</b>

• Isla Vista/City College Line 7

**Additional Operating Cost Calculations:**

Day Type	Action	Additional buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
Schooldays	Boost AM service	----	2.00	*172	\$ 57.00	\$19,608
<b>Total</b>	-----	-----	-----	172	-----	<b>\$19,608</b>

\* City College School Year

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
None	----	----	-----

• **Isla Vista/Stow Canyon Line 9**

**Operating Cost Savings:**

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	1	(11.6)	253	\$57.00	(\$167,284)
<b>Total</b>	-----	-----	-----	263	-----	<b>(\$167,284)</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager	*(1)	-----	-----

\* Villager Bus will be retired from service

• **Cathedral Oaks Line 10**

**Additional Operating Cost Calculations:**

Day Type	Action	Number of buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
Weekdays	add mid-day service	----	3.1	253	\$57.00	\$44,705
<b>Total</b>	----	----	----	253		<b>\$44,705</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager	-----	-----	-----

• **Goleta Express Line 12**

**Additional Operating Cost Calculations:**

Day Type	Action	Additional buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
(a) Weekdays	add mid-day service	-----	6.0	253	\$57.00	\$86,526
(b) Weekdays	add later service	-----	1.0	253	\$57.00	\$14,421
Weekends	add later service	-----	2.0	110	\$57.00	\$12,540
(c) Weekdays	extension to route	1	12.0	253	\$57.00	\$173,052
<b>Total</b>	-----	-----	-----	253	-----	<b>\$286,539</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 Foot Low Floor bus	1	\$300,000	<b>\$300,000</b>



### • Montecito Line 14

#### *Operating Cost Savings:*

Day Type	Action	Number of buses	Total Operating Hours per Day	Number of days	At Rate of	Total Annual Operating Cost
Weekdays	reduce route length	1	(8.8)	253	\$57.00	(\$126,905)
Saturdays	reduce route length	1	(8.8)	54	\$57.00	(\$27,086)
Sundays	add Sunday service	1	7.0	56	\$57.00	\$ 22,344
<b>Total</b>	-----	-----	-----	363	-----	<b>(\$131,647)</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager bus	*(1)	-----	-----
Medium size electric	1	\$250,000	<b>\$250,000</b>

\* Villager bus will be retired from service

### • Mesa Line 17

#### *Operating Cost Savings:*

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	2	(16.7)	253	\$57.00	(\$240,830)
Saturdays	delete service	1	(11.2)	54	\$57.00	( \$34,474)
Sundays	delete service	1	( 8.8)	56	\$57.00	( \$28,090)
<b>Total</b>	-----	-----	-----	363	-----	<b>(\$303,394)</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager bus	*(2)	-----	-----

\* Villager buses will be retired from fleet

### • Goleta Loop Line 18

#### *Operating Cost Savings:*

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	1	(7.7)	253	\$57.00	(\$110,042)
<b>Total</b>	-----	-----	-----	253	-----	<b>(\$110,042)</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager bus	*(1)	-----	-----

\* Villager bus will be retired from service

• **Carpinteria Line 20**

**Operating Cost Calculations:**

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
(a) Weekdays	add mid-day service	-----	3	253	\$57.00	\$43,263
(b) Weekdays	add evening service	-----	1.75	253	\$57.00	\$25,237
(b) Weekends	add earlier/later service	-----	3.5	110	\$57.00	\$21,945
<b>Total</b>	-----	-----	-----	253	-----	<b>\$90,445</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
None	-----	-----	-----

• **Waterfront Line 21**

**Operating Cost Savings:**

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	1	(2.4)	253	\$57.00	(\$34,610)
Saturdays	delete service	1	(2.4)	54	\$57.00	(\$ 7,387)
Sundays	delete service	1	(0.75)	56	\$57.00	(\$ 2,394)
<b>Total</b>	-----	-----	-----	363	-----	<b>(\$ 44,391)</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Villager bus	*(1)	-----	-----

\* Villager bus will be retired from service

• **Winchester Canyon Line 23**

**Additional Operating Cost Calculations:**

Day Type	Action	Number of buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
Weekdays	incr. headways	1	17.5	253	\$57.00	\$252,367
Saturdays	incr. headways	1	16.2	54	\$57.00	\$49,864
Sundays	incr. headways	1	11.8	56	\$57.00	\$37,666
<b>Total</b>	-----	-----	-----	363	-----	<b>\$339,897</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	*1	-----	-----

\* Reassigned from discontinued Line 25

• **UCSB Express Line 24**

**Additional Operating Cost Calculations:**

Day Type	Action	Additional buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
(a) Weekdays	extension to route	1	12.0	253	\$57.00	\$173,052
(b) Weekdays	add mid-day service	-----	6.0	253	\$57.00	\$86,526
(b) Weekdays	add later service	-----	1.0	253	\$57.00	\$14,421
Weekends	add later service	-----	2.0	110	\$57.00	\$12,540
<b>Total</b>	-----	-----	-----	253	-----	<b>\$286,539</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 Foot Low Floor bus	1	\$300,000	<b>\$300,000</b>

• **Ellwood Line 25**

**Operating Cost Savings:**

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	1	(17.5)	253	\$57.00	(\$252,367)
Saturdays	delete service	1	(16.2)	54	\$57.00	( \$49,864)
Sundays	delete service	1	(11.8)	56	\$57.00	( \$37,666)
<b>Total</b>	-----	-----	-----	363	-----	<b>(\$339,897)</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	*(1)	----	----

\* Reassigned to Line 23

• **North Fairview Commuter Express Line 26**

**Operating Cost Savings:**

Day Type	Action	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	delete service	----	(1.1)	253	\$57.00	(\$15,863)
<b>Total</b>	-----	-----	-----	253	-----	<b>(\$15,863)</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
School Booster	*-----	-----	-----

\* Operated by a school booster, therefore there is no savings in buses.

- UCSB Shuttle Line 27

***Additional Operating Cost Calculations:***

Day Type	Action	Number of buses	Additional Op. Hours Per Day	Number of Days	At Rate of	Additional Annual Operating Cost
Weekdays	add mid-day service	----	3.1	253	\$57.00	\$44,705
<b>Total</b>	----	----	----	253		<b>\$44,705</b>

***Capital Cost Calculations***

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
None	None	None	None

## Detailed Costs for Recommended New Service (Chapter 8)

### • Expanded Downtown-Waterfront Shuttle

#### *Operating Cost Calculations:*

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Sun/Thur	10:00am-6:00pm	6	65.7	257	\$57.00	962,744
Friday	10:00am-8:00pm	6	65.7	52	\$57.00	194,888
Saturday	10:00am-8:00pm	6	65.7	54	\$57.00	202,368
<b>Total</b>	-----	-----	-----	363	-----	<b>\$1,360,000</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	6	\$170,000	<b>\$1,020,000</b>

### • Crosstown Shuttle

#### *Operating Cost Calculations:*

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	7:00am - 5:00pm	3	30.0	253	\$ 57.00	\$432,630
<b>Total</b>	-----	-----	-----	363	-----	<b>\$432,630</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium Size Electric Bus	3	\$250,000	<b>\$750,000</b>

### • Westside/La Cumbre

#### *Operating Cost Calculations:*

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 7:30pm	2	26	253	\$57.00	\$374,946
Saturdays	6:30am - 7:00pm	1	12.5	54	\$57.00	\$38,475
Sundays	9:00am - 6:30pm	1	9.5	56	\$57.00	\$30,324
<b>Total</b>	-----	-----	-----	363	-----	<b>\$443,745</b>

#### *Capital Cost Calculations*

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium Size Electric Bus	2	\$250,000	<b>\$500,000</b>

- **Cottage Hospital Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 7:30pm	2	27	253	\$ 57.00	\$389,367
Saturdays	6:45am - 7:15pm	1	12.75	54	\$ 57.00	\$39,000
Sundays	9:00am - 6:45pm	1	9.75	56	\$ 57.00	\$31,000
<b>Total</b>	-----	-----	-----	363	-----	<b>\$459,367</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium Size Electric Bus	2	\$250,000	<b>\$500,000</b>

- **Mesa Loop**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 7:30pm	4	41.25	253	\$ 57.00	\$594,866
Saturdays	7:00am - 6:00pm	2	22.00	54	\$ 57.00	\$67,716
Sundays	9:00am - 6:00pm	2	18.00	56	\$ 57.00	\$57,456
<b>Total</b>	-----	-----	-----	363	-----	<b>\$720,038</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium Size Electric Bus	4	\$250,000	<b>\$1,000,000</b>

- **Santa Barbara Cultural Attractions Shuttle**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekends	10:00am- 5:00pm	1 Electric	7.0	110	\$57.00	\$43,890

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Medium Size Electric Bus	*1	-----	-----

\* Bus will be provided from weekend spares.

- **Fairview/Isla Vista Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	7:15am - 7:45pm	2	24	253	\$57.00	\$346,104
Saturdays	10:00am- 5:00pm	1	7	54	\$57.00	\$21,546
Sundays	11:00am- 5:00pm	1	6	56	\$57.00	\$19,152
<b>Total</b>	-----	-----	-----	363	-----	<b>\$386,802</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	2 medium Electric	\$250,000	<b>\$500,000</b>

- **Goleta Feeder Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	5:45am - 8:00am & 3:00pm - 5:15pm	4	7.31	253	\$57.00	\$223,525
<b>Total</b>	-----	-----	-----	253	-----	<b>\$223,525</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	4	\$170,000	<b>\$680,000</b>

- **Goleta Noon Hour Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	11:15am - 1:30pm	3	7.1	253	\$57.00	\$102,389
<b>Total</b>	-----	-----	-----	253	-----	<b>\$102,389</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	***	-----	-----

\*\*\* Will use Goleta Feeder Shuttles

- **Airport Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	7:00am - 7:00pm	2	24	253	\$57.00	\$346,104
Saturdays	9:00am - 7:00pm	1	10	54	\$57.00	\$30,780
Sundays	9:00 - 7:00pm	1	10	56	\$57.00	\$31,920
<b>Total</b>	-----	-----	-----	363	-----	<b>\$408,804</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	2	\$170,000	\$340,000

- **Patterson/Turnpike Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	7:00am - 6:00pm	2	21.0	253	\$57.00	\$302,841
Saturdays	10:00am - 5:00pm	1	7.0	54	\$57.00	\$21,546
Sundays	10:00am - 5:00pm	1	7.0	56	\$57.00	\$22,344
<b>Total</b>	-----	-----	-----	363	-----	<b>\$346,731</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	2	\$250,000	<b>\$500,000</b>

- **East Montecito Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	7:00am - 7:30pm	1	12.5	253	\$57.00	\$180,263
Saturdays	8:00am - 7:00pm	1	11.0	54	\$57.00	\$33,858
Sundays	9:00am - 7:00pm	1	10.0	56	\$57.00	\$31,920
<b>Total</b>	-----	-----	-----	363	-----	<b>\$246,041</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	1	\$170,000	<b>\$170,000</b>

- **Carpinteria Feeder/Shopper Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	5:30am - 8:00pm	3	14.5	253	\$57.00	\$403,788
<b>Total</b>	-----	-----	-----	253	-----	<b>\$403,788</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	3	\$170,000	<b>\$510,000</b>



- **Carpinteria Noon Hour Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	11:00am- 2:00pm	1	3	253	\$57.00	\$43,263
<b>Total</b>	-----	-----	-----	253	-----	<b>\$43,263</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	1	***	-----

\*\*\* Will use Carpinteria Feeder/Shopper Shuttle

- **Carpinteria Weekend/Beach Shuttle**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekends	10:00am - Noon	2	4	110	\$57.00	\$25,080
	Noon - 2:00pm	3	6	110	\$57.00	\$37,620
	2:00pm - 5:00pm	2	4	110	\$57.00	\$37,620
<b>Total</b>	-----	-----	-----	363	-----	<b>\$100,320</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
Electric Shuttle	*3	-----	-----

\* Buses allocated from the Carpinteria Feeder/Shopper Shuttle

- **Westside Santa Barbara/Goleta Express**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:30am - 5:30pm	3	33.0	253	\$57.00	\$475,893
Saturdays	10:00am- 5:00pm	3	21.0	54	\$57.00	\$64,638
Sundays	12 Noon - 4:00pm	3	12.0	56	\$57.00	\$38,304
<b>Total</b>	-----	-----	-----	363	-----	<b>\$578,835</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	3	\$300,000	<b>\$900,000</b>

- **Santa Barbara/Carpinteria Express**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 9:00pm	2	37.5	253	\$57.00	\$540,788
Saturdays	7:30am - 7:30pm	1	12	54	\$57.00	\$36,936
Sundays	7:30am - 7:30pm	1	12	56	\$57.00	\$38,304
Less existing Line 20 Express service →						(\$50,500)
<b>Total</b>	-----	-----	-----	363	-----	<b>\$565,528</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	*2	\$300,000	<b>*\$300,000</b>

\*One spare bus from Lines 1 & 2 reallocated to this line, leaving only one bus to be purchased.

- **Carpinteria/Goleta Express**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 8:30pm	4	52	253	\$57.00	\$749,892
Saturdays	10:00 - 5:00pm	2	14	54	\$57.00	\$43,092
Sundays	Noon - 4:00pm	2	8	56	\$57.00	\$25,536
<b>Total</b>	-----	-----	-----	363	-----	<b>\$818,520</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	*4	*None	<b>*None</b>

\*Four spare buses from Lines 1 & 2 reallocated to this line.

- **Santa Barbara/Fairview Express**

**Operating Cost Calculations:**

Day Type	Span of Service	Number of Buses	Total Operating Hours Per Day	Number of Days	At Rate of	Total Annual Operating Cost
Weekdays	6:00am - 7:15pm	3	39.75	253	\$57.00	\$573,235
Saturdays	8:00am - 6:00pm	3	30	54	\$57.00	\$92,340
Sundays	9:00 - 5:00pm	3	24	56	\$57.00	\$76,608
<b>Total</b>	-----	-----	-----	363	-----	<b>\$742,183</b>

**Capital Cost Calculations**

Type of Bus	Number of Buses	Cost Per Bus	Total Capital Cost
40 foot low floor	3	\$300,000	<b>\$900,000</b>

## APPENDIX 2

### Traffic Impact Calculations (Chapters 7 & 8)

- The reconstruction of existing routes in Chapter 7, plus the proposed new routes in Chapter 8 will result in many existing MTD riders opting to switch from one line to another. The effect of these changes on each line must be determined in order to accurately assess the impact that new “choice” riders will have on the system.
- The Traffic Impact Calculation for each line consist of three segments;
  - (a) Computation of *existing rider* movement between lines.
  - (b) Estimate of *new rider* gain for each line.
  - (c) Estimate of resultant vehicles removed from the road

#### • Priority # 1

Revised Route:				State/Hollister Local Line 6			
Existing Ridership							519,209
Estimated Riders Gained from other Lines							
Riders using	Riders			Nbr of	Est.	Estimated	
Line #	Travelling between	per Sunday		Sundays	Conversion rate of		riders converted
18	Goleta Loop (all riders)						33,484
11	Sunday Service (50.0%)	300		56			16,800
						Total	50,284
Estimated Riders Lost to other Lines			Per Weekday	Per Saturday	Per Per Sunday		
	Westside/La Cumbre						-18,118
	S.B./Fairview Express						-52,083
	Line 8, DT Gol. to Fairview						-25,480
Total Gained/Lost Riders							-95,681
Revised Ridership							473,812
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum	
	Weekday	16	21.1	338	253	85,413	
	Saturday	0	0	0	54	0	
	Sunday	65	21.1	1,372	56	76,804	
	Total New Hours equal	7,688	Total Days equal		363		
	Total All Hours equal	21,157			Total New Riders		162,217
Total All Riders							636,029
Revised Passenger per Hour for Total Passengers			30.1				
Traffic Impact							
New Riders @ 1.1 per vehicle			162,217				
Estimated vehicle trips removed from the road							147,470

**(Priority # 1 continued)**

<b>Discontinued Route: <i>Goleta Loop Line 18</i></b>						
<b>Existing Ridership</b>						33,484
<b>Estimated Riders Lost</b>						
	6	Riders will move to Line 6				-33,484
					<b>Total</b>	-33,484
<b>Revised Ridership</b>						
<b>0</b>						

Revised Route: Winchester Canyon Line 23							
Existing Ridership							221,664
Estimated Conversions from existing Lines							
Riders using Line #	Travelling between		Riders per Annum		Est. Conversion rate of		Estimated riders converted
25	Ellwood and UCSB		87,227				87,227
	(Less riders from Storke Family Apartments/Los Carneros area)						0
						Total	87,227
Estimated Riders Lost to other Lines							
	Goleta Feeder Shuttle						-2,024
						Total	-2,024
Revised Ridership 306,867							
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
	Weekday		17.5	20.1	352	253	88,993
	Saturday		16.2	20.1	326	54	17,583
	Sunday		11.8	20.1	237	56	13,282
	Total Hours equal		5,963	Total Days equal		363	
	Total All Hours equal		11,913			Total New Riders 119,858	
Total All Riders 426,725							
Revised Passenger per Hour for Total Passengers				35.8			
Traffic Impact							
New Riders @ 1.1 per vehicle			119,858				
Estimated vehicle trips removed from the road							108,962

**(Priority # 1 continued)**

Discontinued Route:								Ellwood Line 25
Existing Ridership								181,644
Estimated Riders Lost to other Lines								
	To	Line 23 Winchester Cyn						-87,227
		Line 28 Revised Route						-92,393
		Goleta Feeder Shuttle						-2,024
							Total	-181,644
Revised Ridership								0

Revised Route:							Goleta Express Line 12
Existing Ridership							342,086
Estimated Riders Gained from other Lines							None
Estimated Riders Lost to other Lines							
	Westside S.B./Goleta Express						-2,784
						Total	-2,784
Revised Ridership							339,302
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum	
	Weekday	19	24.2	460	253	116,329	
	Saturday	2	24.2	48	54	2,614	
	Sunday	2	24.2	48	56	2,710	
	Total Hours equal	5,027	Total Days equal		363		
	Total All Hours equal	12,690			Total New Riders		121,653
Total All Riders							460,955
Revised Passenger per Hour for Total Passengers			36.3				
Traffic Impact							
New Riders @ 1.1 per vehicle			121,653				
Estimated vehicle trips removed from the road							110,594

**(Priority # 1 continued)**

<b>Revised Route: S.B./UCSB Express Line 24</b>						
<b>Existing Ridership</b>						281,538
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
	Weekday	19	35	665	253	168,245
	Saturday	2	35	70	54	3,780
	Sunday	2	35	70	56	3,920
	Total Hours equal	5,027	Total Days equal		363	
	Total All Hours equal	9,377			Total New Riders	175,945
<b>Total All Riders</b>						457,483
Revised Passenger per Hour for Total Passengers			48.8			
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle			175,945			
Estimated vehicle trips removed from the road						159,950

- Priority # 2**

<b>New Route: Fairview/Isla Vista Shuttle</b>						
<b>Estimated Conversions from existing Lines</b>						None
Riders using Line #	Travelling between	Riders per Annum	Est. Conversion rate of		Estimated riders converted	
9	Fairview & Isla Vista	89,824				89,824
	(Existing Line 9 riders)					
<b>Revised Ridership</b>						89,824
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
	Weekday	24	30	720	253	182,160
	Saturday	7	25	175	54	9,450
	Sunday	6	20	120	56	6,720
	Total Hours equal	6,786	Total Days equal		363	
					Total New Riders	198,330
<b>Total All Riders</b>						288,154
Revised Passenger per Hour for Total Passengers			42.5			
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle			198,330			
Estimated vehicle trips removed from the road						180,300

## (Priority # 2 continued)

Discontinued Route: <i>Isla Vista/Stow Canyon Line 9</i>						
Existing Ridership						89,824
Estimated Conversions from existing Lines						
Estimated Riders Lost to other Lines						
	To Isla Vista/Fairview Shuttle					-89,824
					<b>Total</b>	-89,824
Revised Ridership						
0						

- Priority # 3

New Route:					Airport Shuttle			
Estimated Riders Gained from other Lines								
Riders using Line #	Travelling between		Per Weekday	Per Saturday	Per Sunday	By Day Type (X 2)	Projected Annual Ridership	Estimated at 80.0% conversion
11	Isla Vista/UCSB & DT.Goleta		37			253	18,722	14,978
	/Hollister Corridor			28		54	3,024	2,570
	(Above per Airport Survey)				42	56	4,704	3,998
Revised Ridership								21,546
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum	
		Weekday	24	25	600	253	151,800	
		Saturday	10	20	200	54	10,800	
		Sunday	10	25	250	56	14,000	
		Total Hours equal	7,172	Total Days equal		363		
						Total New Riders		176,600
Total All Riders								198,146
Revised Passenger per Hour for Total Passengers				27.6				
Traffic Impact								
New Riders @ 1.1 per vehicle				176,600				
Estimated vehicle trips removed from the road								160,545

**Priority # 4**

New Route:					Crosstown Shuttle			
Estimated Riders Gained from other Lines								
	Riders using Line #	Travelling	Survey %	Equals Total Riders per Annum	Est. Conversion rate of			Estimated riders converted
A	1	To Downtown & T/Center	36.0%	179,222	30.0%			53,767
	1	To T/Center (to transfer)	37.0%	184,200	30.0%			55,260
	1	To Eastside	17.0%	84,632	30.0%			25,390
	1	Within Westside	10.0%	49,784	N/A			N/A
Total Line 1 Ridership FY 1997			100.0%	497,838				134,416
	2	To Downtown & T/Center	35.0%	231,902	30.0%			69,571
	2	To T/Center (to transfer)	34.0%	225,276	30.0%			67,583
	2	To Westside	13.0%	86,135	30.0%			25,841
	2	Within Eastside	18.0%	119,264	45.0%			53,669
Total Line 1 Ridership FY 1997			100.0%	662,577				216,663
Revised Ridership					351,079			
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum	
		Weekday	60	13	780	253	197,340	
		Saturday	----	----	----	----	----	
		Sunday	----	----	----	----	----	
		Total Hours equal	15,180	Total Days equal		253		
						Total New Riders		197,340
Total All Riders					548,419			
Revised Passenger per Hour for Total Passengers				36.1				
Traffic Impact								
Revised Passengers per Hour for total riders				36.1				
New Riders @ 1.1 per vehicle				197,340				
Estimated vehicles removed from the road								179,400



**(Priority # 4 continued)**

<b>Revised Route</b>							<b>Line 1 Westside</b>
<b>Existing Ridership</b>							497,838
<b>Estimated Riders Gained from other Lines</b>							None
<b>Estimated Riders Lost to other Lines</b>							
		Crosstown Shuttle					-134,416
		Westside/La Cumbre					-76,433
		Westside/Goleta Express					-1,749
<b>Total Gained/Lost Riders</b>							-212,598
<b>Revised Ridership</b>							<b>285,254</b>
<b>Estimated New Riders</b>							
			<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
		Weekday	6.12	68.1	417	253	105,443
		Saturday	6.12	68.1	417	54	22,506
		Sunday	6.12	68.1	417	56	23,339
		Total New Hours equal	2,222	Total Days equal		363	
		Total All Hours equal	10,273			Total New Riders	151,288
<b>Total All Riders</b>							<b>436,542</b>
Revised Passenger per Hour for Total Passengers			42.5				
<b>Traffic Impact</b>							
New Riders @ 1.1 per vehicle			151,288				
Estimated vehicle trips removed from the road							137,535

<b>Revised Route:</b>							<b>Line 2 Eastside</b>
<b>Existing Ridership</b>							662,577
<b>Estimated Riders Lost to other Lines</b>							
		Crosstown Shuttle					-216,661
<b>Total Gained/Lost Riders</b>							-216,661
<b>Revised Ridership</b>							<b>445,916</b>
<b>Estimated New Riders</b>							
			<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
		Weekday	6.12	59.7	365	253	92,437
		Saturday	6.12	59.7	365	54	19,730
		Sunday	6.12	59.7	365	56	20,460
		Total Hours equal	2,222	Total Days equal		363	
		Total All Hours equal	14,397			Total New Riders	132,627
<b>Total All Riders</b>							<b>578,543</b>
Revised Passenger per Hour for Total Passengers			40.2				
<b>Traffic Impact</b>							
New Riders @ 1.1 per vehicle			132,627				
Estimated vehicle trips removed from the road							120,570

**Priority # 5**

New Route:			S.B. Cultural Attractions					
Estimated Riders Gained from other Lines								
Riders using Line #	Travelling between	Per Weekday	Per Saturday	Per Sunday	By Day Type	Projected Annual Ridership	Estimated at 100.0% conversion	
22	All Line 22 Weekend Riders					7,129	7,129	
	(FY 1997)							
Revised Ridership							7129	
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum		
	Weekday	----	----	----	----	----		
	Saturday	7	30	210	54	11,340		
	Sunday	7	30	210	56	11,760		
	Total Hours equal	770	Total Days equal		363			
					Total New Riders		23,100	
Total All Riders							30,229	
Revised Passenger per Hour for Total Passengers			39.26					
Traffic Impact								
New Riders @ 1.1 per vehicle		23,100						
Estimated vehicle trips removed from the road							21,000	

**Priority # 6**

New Route:				Cottage Hospital Shuttle				
Estimated Riders Gained from other Lines								
Riders using Line #	Travelling Between	Total Line riders	Survey %	Riders per Annum	Est. Conversion rate of		Estimated riders converted	
3	T/Center, De La Vina Corrido	276,366	68.0%	187,929	100.0%		187,929	
	& Cottage Hospital							
Revised Ridership							187,929	
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum		
	Weekday	27	15	405	253	102,465		
	Saturday	12.75	12	153	54	8,262		
	Sunday	9.75	10	98	56	5,460		
	Total Hours equal	8,066	Total Days equal		363			
					Total New Riders		116,187	
Total All Riders							304,116	
Revised Passenger per Hour for Total Passengers			37.7					
Traffic Impact								
New Riders @ 1.1 per vehicle			116,187					
Estimated vehicle trips removed from the road							105,625	

**(Priority # 6 continued)**

<b>New or Revised Route: Westside/La Cumbre</b>								
<b>Estimated Riders gained from other Lines</b>								
	Riders using Line #	Travelling between	Transfers Per Weekday	Transfers Per Saturday	Transfers Per Sunday	By Day Type (X 2)	Projected Annual Ridership	Estimated at 65.0% conversion
	1	Upper Westside & T/Cent	202			253	102,212	66,438
				104		54	11,232	7,301
					37	56	4,144	2,694
	17	Lower Westside & T/Cent	29			253	14,674	9,538
				29		54	3,132	2,036
					9	56	1,008	655
	3	Beyond Cottage Hopsital						88,437
<b>Revised Ridership</b>								<b>177,098</b>
<b>Above then transferred to the following lines</b>								
	3	Cottage Hospital	87			253	44,022	28,614
				8		54	864	562
					1	56	112	73
	6	T/C & Upper State	41			253	20,746	13,485
				66		54	7,128	4,633
					0	56	0	0
	8	State/La Cumbre	46			253	23,276	15,129
				2		54	216	140
					0	56	0	0
	11	T/C & Upper State	57			253	28,842	18,747
				57		54	6,156	4,001
					45	56	5,040	3,276
<b>Estimated New Riders</b>								
			<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days Per Annum</b>		
		Weekday	26	15	390	253	98,670	
		Saturday	12.5	12	150	54	8,100	
		Sunday	9.5	10	95	56	5,320	
		Total Hours equal	7,253	Total Days equal	363			
						Total New Riders	112,090	
<b>Total All Riders</b>								<b>289,188</b>
Revised Passenger per Hour for Total Passenger				39.9				
<b>Traffic Impact</b>								
New Riders @ 1.1 per vehicle				112,090				
Estimated vehicle trips removed from the road								101,900

**(Priority # 6 continued)**

<b>Discontinued Route: Oak Park Line 3</b>						
<b>Existing Ridership</b>						276,366
<b>Estimated Riders Gained from other Lines</b>						None
<b>Estimated Riders Lost to other Lines</b>						
	Cottage Hospital Shuttle					-187,929
	Westside/La Cumbre					-88,437
<b>Total Gained/Lost Riders</b>						-276,366
<b>Revised Ridership 0</b>						

**Priority # 7**

<b>Revised Route: Line 20 S.B./Carpinteria Local</b>						
<b>Existing Ridership</b>						535,039
<b>Estimated Conversions from existing Lines</b>						
<b>Estimated Riders lost to other Lines</b>						
To	SB/Carpinteria Express					-212,753
					<b>Total</b>	-212,753
<b>Revised Ridership 322,286</b>						
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
	Weekday	4.75	37.2	177	253	44,705
	Saturday	3.5	37.2	130	54	7,031
	Sunday	3.5	37.2	130	56	7,291
	Total Hours equal	1586.75	Total Days equal		363	
	Total All Hours equal	17,370			Total New Riders	59,027
<b>Total All Riders 381,313</b>						
Revised Passenger per Hour for Total Passengers			22.0			
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle			59,027			
Estimated vehicle trips removed from the road						53,661

**Priority # 8**

<b>New Route: <i>Expanded Downtown Waterfront Shuttle</i></b>							
<b>Estimated Conversions from existing Lines</b>							
	Riders using Line #	Travelling between	Riders per Annum			Est. Conversion rate of	Estimated riders converted
	30	State Street Shuttle	626,964			25.0%	156,741
	31	Waterfront Shuttle	92,645			25.0%	23,161
<b>Revised Ridership Lines 30/31</b>							<b>179,902</b>
<b>Estimated New Riders</b>			<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
		Weekday	65.7	20	1,314	253	332,442
		Saturday	65.7	25	1,643	54	88,695
		Sunday	65.7	25	1,643	56	91,980
		Total Hours equal	23849.10	Total Days equal		363	
						Total New Riders	513,117
<b>Total All Riders</b>							<b>693,019</b>
Revised Passenger per Hour for Total Passengers			29.1				
<b>Traffic Impact</b>							
New Riders @ 1.1 per vehicle			513,117				
Estimated vehicle trips removed from the road							466,470

**(Priority # 8 continued)**

Existing Route			Line 30 Downtown-Waterfront Shuttle				
Existing Ridership							626,964
Estimated Conversions from existing Lines							
Riders using	Riders per	Est.	Estimated				
Line #	Travelling between	Annum	Conversion	rate of			riders converted
21	Riders from discontinued line						19,919
Estimated Riders Lost to other Lines							
Expanded Downtown-Waterfront Shuttle		-156,741					-156,741
						Total	-136,822
Revised Ridership			490,142				
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum	
	Weekday	0			253	0	
	Saturday	0				0	
	Sunday	0				0	
	Total New Hours equal	0	Total Days equal		363		
	Total All Hours equal	10,455			Total New Riders		0
Total All Riders			490,142				
Revised Passenger per Hour for Total Passengers			46.9				
Traffic Impact							
New Riders @ 1.1 per vehicle			0				
Estimated vehicle trips removed from the road							0

Existing Routes:				Lines 31/32 Beach Shuttles			
Existing Ridership							125,883
Estimated Riders Lost to other Lines							
Expanded Downtown-Waterfront Shuttle			-23,161				-23,161
						Total	-23,161
Revised Ridership							102,722
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
		Weekday		0	0	280	0
		Weekends		0	0	83	0
		Total Hours equal	0	Total Days equal		363	
		Total All Hours equal	5,530		Total New Riders		0
Total All Riders							102,722
Revised Passenger per Hour for Total Passengers			18.6				
Traffic Impact							
New Riders @ 1.1 per vehicle			0				
Estimated vehicle trips removed from the road							0

**(Priority # 8 continued)**

<b>Discontinued Route: Waterfront Line 21</b>						
<b>Existing Ridership</b>						19,919
<b>Estimated Riders Lost to other Lines</b>						
To	D.T.Waterfront Shuttle					-19,919
					<b>Total</b>	-19,919
<b>Revised Ridership</b>						
<b>0</b>						

**Priority # 9**

New Route:				Mesa Loop			
Estimated Riders Gained from other Lines							
Riders using Line #	Travelling between	Riders per Weekday	Riders per Saturday	Riders per Sunday	By Number of Days		Estimated riders converted
5	Downtown & SBCC	257			253		65,021
			54		54		2,916
				21	56		1,176
17	(Line 17 total, less Lower Westside riders)	128,605					128,605
	(Above per S.B./Eastside Survey)					Total	197,718
Revised Ridership							197,718
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum	
	Weekday	41.25	22	908	253	229,598	
	Saturday	22	14	308	54	16,632	
	Sunday	18	10	180	56	10,080	
	Total Hours equal	12,632	Total Days equal		363		
					Total New Riders		256,310
Total All Riders							454,028
Revised Passenger per Hour for Total Passengers			35.9				
Traffic Impact							
New Riders @ 1.1 per vehicle			256,310				
Estimated vehicle trips removed from the road							233,009

<b>Revised Route:</b>			<b>Mesa/La Cumbre Line 5</b>					
<b>Existing Ridership</b>							203,958	
<b>Estimated Riders Gained from other Lines</b>								
Riders using Line #	Travelling between	Riders per Annum		Est. Conversion rate of		Estimated riders converted		
17	Total line ridership less					101,026		
	lower Westside Riders					0		
					Total	101,026		
<b>Estimated Riders Lost to other Lines</b>								
	To Mesa Loop (Line 5 riders along the De La Vina corridor)					-69,113		
					<b>Total</b>	-69,113		
<b>Revised Ridership</b>								<b>235,871</b>
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>		
	Weekday	20	20.8	416	253	105,248		
	Saturday	0	0	0	54	0		
	Sunday	0	0	0	56	0		
ove due to improved weekday headways)								
	Total New Hours equal	5,060	Total Days equal		363			
	Total All Hours equal	12,283		Total New Riders			105,248	
<b>Total All Riders</b>								<b>341,119</b>
Revised Passenger per Hour for Total Passengers			27.8					
<b>Traffic Impact</b>								
New Riders @ 1.1 per vehicle			105,248					
Estimated vehicle trips removed from the road							95,680	

Discontinued Route: <i>Mesa Line 17</i>							
Existing Ridership							242,893
Estimated Riders Lost to other Lines							
		Westside/La Cumbre					-12,228
		Westside/Goleta Express					-1,034
	5	Line 5 Mesa					-101,026
		Mesa Loop					-128,605
						<b>Total</b>	-242,893
<b>Revised Ridership</b>							
<b>0</b>							



**Priority # 10**

<b>Existing Route</b>						
<i>Isla Vista/City College Line 7</i>						
<b>Existing Ridership</b>						84,430
<b>Estimated New Riders</b>	<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>	
Weekday	2	45.7	91	172	15,721	
Total New Hours equal	344	Total Days equal	172			
Total All Hours equal	2,150			Total New Riders		15,721
<b>Total All Riders</b>						100,151
Revised Passenger per Hour for Total Passengers		46.58				
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle		15,721				
Estimated vehicle trips removed from the road						14,292

**Priority # 11**

<b>New Route:</b>						
<i>Carpinteria/Goleta Express</i>						
<b>Estimated Riders gained from other Lines</b>						None
<b>Estimated New Riders</b>	<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>	
Weekday	52	25	1,300	253	328,900	
Saturday	14	20	280	54	15,120	
Sunday	8	15	120	56	6,720	
Total Hours equal	14,360	Total Days equal	363			
				Total New Riders		350,740
<b>Total All Riders</b>						350,740
Revised Passenger per Hour for Total Passengers		24.4				
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle		350,740				
Estimated vehicle trips removed from the road						318,855

New Route: <i>Goleta Feeder Shuttle</i>								
Estimated Conversions from Existing Lines								
Riders using Line #		Travelling between	Per Weekday	Per Saturday	Per Sunday	By Day Type (X 2)	Projected Annual Ridership	Estimated at 20.0% conversion
A	23	Win. Cyn & Storke/Holl	20			253	10,120	2,024
				N/A		54	N/A	N/A
					N/A	56	N/A	N/A
B	25	Ellwood & Storke/Holl	20			253	10,120	2,024
				N/A		54	N/A	N/A
					N/A	56	N/A	N/A
Revised Ridership <b>4,048</b>								
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum	
		Weekday	7.31	35	256	253	64,730	
		Saturday	----	----	----	----	----	
		Sunday	----	----	----	----	----	
		Total Hours equal	1849.43	Total Days equal		363		
Total New Riders								64,730
Total All Riders <b>68,778</b>								
Revised Passenger per Hour for Total Passeng				37.2				
Traffic Impact								
New Riders @ 1.1 per vehicle				64,730				
Estimated vehicle trips removed from the road								58,846

<b>New Route:</b>				<b><i>Goleta Noon Hour Shuttle</i></b>			
<b>Estimated Riders Gained from other Lines</b>							None
<b>Estimated New Riders</b>			<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
		Weekday	7.1	40.4	287	253	72,571
		Saturday	-----	-----	-----	-----	-----
		Sunday	-----	-----	-----	-----	-----
		Total Hours equal	1796.30	Total Days equal		363	
						Total New Riders	72,571
<b>Total All Riders</b>							72,571
Revised Passenger per Hour for Total Passengers				40.4			
<b>Traffic Impact</b>							
New Riders @ 1.1 per vehicle				72,571			
Estimated vehicle trips removed from the road							65,973

**Priority # 13**

New Route: <i>Carpinteria Feeder/Shopper Shuttle</i>							
Estimated Conversions from existing Lines							None
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
		Weekday	14.5	25	363	253	91,713
		Saturday	----	----	----	----	----
		Sunday	----	----	----	----	----
		Total Hours equal	3668.50	Total Days equal		363	
						Total new Riders	91,713
Total All Riders 91,713							
Revised Passenger per Hour for Total Passengers				25.0			
Traffic Impact							
New Riders @ 1.1 per vehicle				91,713			
Estimated vehicle trips removed from the road							83,375

New Route: <i>Carpinteria Noon Shuttle</i>							
Estimated Conversions from existing Lines							None
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
		Weekday	3	20	60	253	15,180
		Saturday	----	----	----	----	----
		Sunday	----	----	----	----	----
		Total Hours equal	759.00	Total Days equal		363	
						Total New Riders	15,180
Total All Riders 15,180							
Revised Passenger per Hour for Total Passengers				20.0			
Traffic Impact							
New Riders @ 1.1 per vehicle				15,180			
Estimated vehicle trips removed from the road							13,800

New Route: <i>Carpinteria Weekend Beach Shuttle</i>							
Estimated Riders Gained from other Lines							None
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
		Weekday	----	----	----	----	----
		Saturday	14	25	350	54	18,900
		Sunday	14	20	280	56	15,680
		Total Hours equal	1540.00	Total Days equal		363	
						Total New Riders	34,580
Total All Riders 34,580							
Revised Passenger per Hour for Total Passengers				22.5			
Traffic Impact							
New Riders @ 1.1 per vehicle				34,580			
Estimated vehicle trips removed from the road							31,436

**Priority # 14**

New Route: Santa Barbara/Carpinteria Express								
Estimated Riders Gained from other Lines								
Riders using Line #		Travelling between	Per Weekday	Per Saturday	Per Sunday	By Day Type	Projected Annual Ridership	Estimated at 75.0% conversion
A	20	Local	663			253	167,739	109,030
				358		54	19,332	19,332
					209	56	11,704	11,704
B	20	Express	221			253	111,826	72,687
Note: Above extracted from SB/Carp survey.						----		
Weekdays calculated at 75.0% to allow for Line 20 Express riders								
Revised Ridership 212,753								
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum	
		Weekday	37.5	15	563	253	142,313	
		Saturday	12	12	144	54	7,776	
		Sunday	12	10	120	56	6,720	
		Total Hours equal	10,808	Total Days equal		363		
						Total New Riders		156,809
Total All Riders 369,562								
Revised Passenger per Hour for Total Passengers				34.2				
Traffic Impact								
New Riders @ 1.1 per vehicle				156,809				
Estimated vehicle trips removed from the road								142,553

**Priority # 15**

Revised Route: UCSB Shuttle Line 27							
Existing Ridership							34,375
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum
		Weekday	3.1	16.2	50	253	12,706
		Total Hours equal	784.30	Total Days equal		253	
		Total All Hours equal	2,171			Total New Riders	
							12,706
Total All Riders							
47,081							
Revised Passenger per Hour for Total Passengers				21.7			
Traffic Impact							
New Riders @ 1.1 per vehicle				12,706			
Estimated vehicle trips removed from the road							11,551

**(Priority 15 continued)**

<b>Existing Route</b>						
<b>Cathedral Oaks Line 10</b>						
<b>Existing Ridership</b>						45,476
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
	Weekday	3.1	16	50	253	12,549
	Saturday			0	0	0
	Sunday			0	0	0
	Total Hours equal	784	Total Days equal		253	
	Total All Hours equal	3,432			Total New Riders	12,549
<b>Total All Riders</b>						58,025
Revised Passenger per Hour for Total Passengers			16.9			
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle			12,549			
Estimated vehicle trips removed from the road						11,408

**Priority # 16**

<b>Revised Route:</b>						
<b>Montecito Line 14</b>						
<b>Existing Ridership</b>						139,764
<b>Estimated Riders Lost to other Lines</b>						
	To	East Montecito Shuttle				-27,096
					<b>Total</b>	-27,096
<b>Revised Ridership</b>						112,668
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>
	Weekday	0	0	0	253	0
	Saturday	0	0	0	54	0
	Sunday	7	24	168	56	9,408
	Total Hours equal	392.00	Total Days equal		363	
	Total All Hours equal	4,061			Total New Riders	9,408
<b>Total All Riders</b>						122,076
Revised Passenger per Hour for Total Passengers			30.1			
<b>Traffic Impact</b>						
New Riders @ 1.1 per vehicle			9,408			
Estimated vehicle trips removed from the road						8,553

**(Priority 16 continued)**

New Route:			East Montecito Shuttle					
Estimated Riders Gained from other Lines								None
Riders using Line #	Travelling	Per Weekday	Per Saturday	Per Sunday	By Day Type (X 2)	Projected Annual Ridership	Estimated at 100 % conversion	
14	The Outer Montecito Loop	48			253	24,288	24,288	
			26		54	2,808	2,808	
Above represent the outer loop rides as per the SB/Eastside Survey					56	0	0	
Revised Ridership								27,096
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum		
	Weekday	12.5	9	113	253	28,463		
	Saturday	11	7	77	54	4,158		
	Sunday	10	4	40	56	2,240		
	Total Hours equal	4316.50	Total Days equal		363			
					Total New Riders		34,861	
Total All Riders								61,957
Revised Passenger per Hour for Total Passengers			14.4					
Traffic Impact								
New Riders @ 1.1 per vehicle		34,861						
Estimated vehicle trips removed from the road							31,691	

**Priority # 17**

New Route:			Santa Barbara/Fairview Express					
Estimated Riders Gained from other Lines								
Riders using Line #	Traveling to/from	Per Weekday	Per Saturday	Per Sunday	By Day Type	Projected Annual Ridership	Estimated at 65.0% conversion	
6	Hollister Corridor	140			253	70,840	46,046	
6	Hollister Corridor		86		54	9,288	6,037	
11	Hollister Corridor	140			253	70,840	46,046	
11	Hollister Corridor		87		54	9,396	6,107	
11	Hollister Corridor			169	56	18,928	12,303	
8	Downtown SB to Fairview Ctr	30			253	15,180	9,867	
26	North Fairview Commuter Exp						6,024	
(Above extracted from Goleta Survey)								
Revised Ridership							132,431	
Estimated New Riders		# of Hrs	X PPHR	Equals	X # Days	Per Annum		
	Weekday	39.75	15	596	253	150,851		
	Saturday	30	12	360	54	19,440		
	Sunday	24	10	240	56	13,440		
	Total Hours equal	13,021	Total Days equal		363			
					Total New Riders		183,731	
Total All Riders							316,162	
Revised Passengers per Hour for total riders			24.3					
Traffic Impact								
New Riders @ 1.1 per vehicle			183,731					
Estimated vehicle trips removed from the road							167,028	

**Priority # 18**

New Route:			Westside Santa Barbara/Goleta Express					
Estimated Riders Gained from other Lines								
Riders using Line #	Travelling between		Transfers Per Weekday	Transfers Per Saturday	Transfers Per Sunday	By Day Type (X 2)	Projected Annual Ridership	Estimated at 20.0% conversion
	1		16			253	8,096	1,619
				5		54	540	108
					1	56	112	22
	17		10			253	5,060	1,012
				0		54	0	0
Transfers from these lines go to the Line 12 Express (see below)					1	56	112	22
Revised Ridership								2,784
Above then transferred to the following lines								
	12	Express to D.T. Goleta/Stork	26			253	13,156	2,631
				5		54	540	108
					2	56	224	45
Estimated New Riders			# of Hrs	X PPHR	Equals	X # Days	Per Annum	
		Weekday	33	30	990	253	250,470	
		Saturday	21	20	420	54	22,680	
		Sunday	12	15	180	56	10,080	
		Total Hours equal	10,155	Total Days equal		363		
						Total New Riders		283,230
Total All Riders								286,014
Revised Passenger per Hour for Total Passengers				28.2				
Traffic Impact								
New Riders @ 1.1 per vehicle			283,230					
Estimated vehicle trips removed from the road								257,482



**Priority # 19**

<b>New Route: Patterson/Turnpike Shuttle</b>							
<b>Estimated Riders gained from other Lines</b>						None	
<b>Estimated New Riders</b>		<b># of Hrs</b>	<b>X PPHR</b>	<b>Equals</b>	<b>X # Days</b>	<b>Per Annum</b>	
	Weekday	21	30	630	253	159,390	
	Saturday	7	25	175	54	9,450	
	Sunday	7	23	161	56	9,016	
	Total Hours equal	6,083	Total Days equal	363			
						Total New Riders	177,856
<b>Total All Riders</b>							177,856
Revised Passenger per Hour for Total Passengers			29.2				
<b>Traffic Impact</b>							
New Riders @ 1.1 per vehicle			177,856				
Estimated vehicle trips removed from the road							161,687

## APPENDIX 3

### CONCEPTUAL STUDY SKETCHES OF THE DOWNTOWN PAVILION/ENHANCED BUS SHELTERS

#### MTD Transit Pavilion

This particular concept study treats the whole block between State, Chapala, Carrillo and Figueroa streets (with existing retail on the east and parking on the west) as an intermodal transportation center. It would function with major bus routes circulating around three sides of the block (Chapala, Figueroa and Carrillo streets) enroute to/from the Downtown Transit Corridor. Electric Shuttles circulating through the center of the block could pick up and drop off passengers at the nucleus of the transportation center.

The *Pavilion* would contain service elements for ticket sales, travel information, ATM machines, and a landscaped plaza with benches, drinking fountains, and other amenities such as coffee carts and newstands. Retail stores facing Carrillo and Chapala streets would add to the convenience and attraction of the Pavilion and serve as a source of revenue. Pedestrians leaving the new parking structure could also directly interface with the shuttle for easy connection with the balance of the State Street shopping area. In addition, the Pavilion would serve as a potential location for placement of charging stations to support the growing fleet size and capabilities of MTD electric vehicles. *Please refer to the conceptual sketch of the Pavilion on the next page.*

## PROPOSED MTD TRANSIT PAVILION

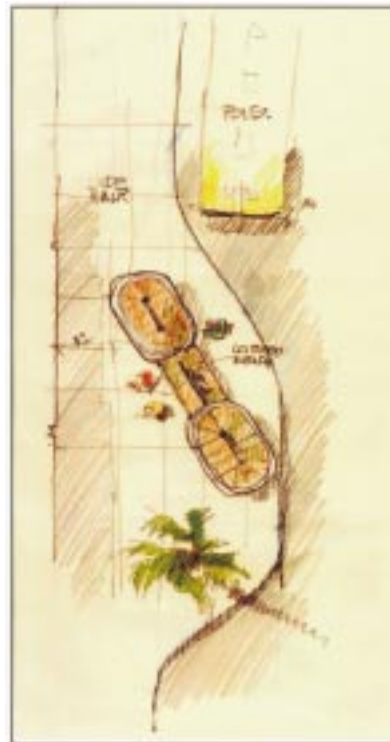


## Architect's Conceptual Study MTD STAR KIOSK



Elevation Study

Kiosks, or enhanced shelters, offer on-line electronic route and schedule information, comfortable seating, and easy to read route maps. Shelters would feature an attractive design consistent with the surrounding architecture of the historic downtown area.



Plan Study

## APPENDIX 4

### GLOSSARY OF COMMONLY USED ACRONYMS AND TERMS

<b>ADA</b>	<b>Americans With Disabilities Act</b> - Landmark civil rights legislation signed into law in 1990 by the President that bars discrimination against people with disabilities in all major areas of life: employment, public accommodations, transportation, and communications. As it relates to the provision of transportation services, the ADA requires that transportation providers ensure nondiscriminatory accessible service for disabled individuals, and that public transportation providers operating fixed route bus service provide paratransit service comparable to the fixed route service.
<b>APCD</b>	<b>Santa Barbara Air Pollution Control District-</b> The local agency which governs air quality issues: proposes and adopts local air pollution rules, enforces those rules, responds to air pollution related complaints, issues permits to polluting sources, and inventories sources of air pollution emissions.
<b>AQAP</b>	<b>Air Quality Attainment Program-</b> The comprehensive document which is required under the 1977 Federal Clean Air Act and the 1987 California Clean Air Act. The document details the programs and control measures needed to sufficiently reduce emissions to meet the National Ambient Air Quality Standards and the California air quality standards respectively.
<b>CEU</b>	<b>Circulation Element Update-</b> Adopted by the City of Santa Barbara to address elements of State law regarding an evaluation of transportation needs and a plan to meet those needs.
<b>Clean Air Express</b>	Subscription commuter bus service providing travel to the south coast from north county and Ventura county locations.
<b>Clockface Schedule</b>	(or Headway) Refers to a timetable specifically designed so that buses on a given line arrive and depart at the same time (s) of the hour, thereby making the schedule easy for the public to remember, as well as assisting riders making transfers. (e.g. buses consistently arrive and depart at 15 minutes past, and 15 minutes to the hour)

<b>CMAQ</b>	<b>Congestion Management and Air Quality Program-</b> A new program created by the Intermodal Surface Transportation Efficiency Act (ISTEA) which provides funds for areas classified as being non-attainment of the National Ambient Air Quality Standards (NAAQS). CMAQ funded projects must contribute to the attainment of air quality standards by demonstrating a reduction in vehicular emissions.
<b>CTC</b>	<b>California Transportation Commission</b>
<b>Easy Lift</b>	<b>Easy Lift</b> is the local paratransit provider. As the Consolidated Transportation Service Agency (CTSA), Easy Lift fulfills the paratransit requirements throughout the South Santa Barbara County area.
<b>Express Service</b>	Express buses utilize major arterials or freeways for shortening long-haul travel times. Express services make several pick-up stops in an area, then make the major portion of the trip non-stop to the destination area, discharging passengers in several locations.
<b>Feeder Service</b>	Feeder service is a coordinated service to other bus lines or different modes of transit (bicycles, rail, air). The coordination of schedules and transfers is essential to effective feeder services. It has been found that people do not mind transferring if the process is reliable with little waiting. Indeed, results from the 1996 Goleta Origin-Destination survey note that fully 17% of MTD's riders transfer (this number does not include UCSB and City College students, who require no transfer).
<b>FTA</b>	<b>Federal Transit Administration-</b> Formally known as the Urban Mass Transportation Administration (UMTA), FTA is an agency under the U.S. Department of Transportation (U.S.DOT) responsible for all federal programs related to mass transit.
<b>FTIP</b>	<b>Federal Transportation Improvement Program-</b> The FTIP is a multi-year program of transportation projects that are funded from primarily federal sources. The FTIP is developed and adopted by the Metropolitan Planning Organization (SBCAG) on a biennial basis. Once adopted, the FTIP is submitted to the California Transportation Commission (CTC) and the federal funding agencies.
<b>GTIP</b>	<b>Goleta Transportation Improvement Plan-</b> The GTIP, approved by the SB County Board of Supervisors in August, 1993 requires that a Transportation Improvement Plan be prepared and revised on an annual basis. The plan includes roadway, intersection, transit and alternative transportation mode (e.g., bikeways and pedestrian paths) improvements, with priority given to improvements that will ease congestion on the most constrained roadways and intersections in the planning area. The plan is the product of the efforts of County Public Works, Planning and Development and other County Staff, as well as the Santa Barbara

County Association of Governments, Santa Barbara Metropolitan Transit District, the Santa Barbara Bicycle Coalition, members of the general public, and others.

- Interlining** Having a bus continue on from one line to another, so that riders wishing to continue through, do not have to change buses. Also used as a means of creating clockface schedules for two or more lines that would otherwise have inconsistent departure times
- ISTEA** **Intermodal Surface Transportation Efficiency Act-** Federal legislation signed into law in December 1991, which proposed broad changes to the way transportation funding decisions are made. It emphasizes diversity, balance of modes, and the preservation of existing systems. ISTEA authorizes the expenditure of \$151 billion over its six year life. ISTEA expires in 1998. A later version is expected to be approved by mid-year 1998.
- Local Service:** Local buses operating on City streets with flexible schedules. Stopping every few blocks, local buses create a good local-collector-distributor, and short haul network. No investment for right of way is required since buses use existing streets, and routes can be changed quite easily.
- LTF** **Local Transportation Fund-** Funds which flow to MTD via the Transportation Development Act (TDA), which dedicates locally generated sales tax to transportation needs. The Local Transportation Fund which came into being in 1972 derives its revenues from a 1/4 cent of the 6 cent tax collected statewide on each dollar of retail sales.
- Measure D** A 1/2 cent sales tax referendum approved by the voters in 1989 to fund transportation facility and maintenance and improvements in Santa Barbara County over the next 20 years.
- MTD** **Santa Barbara Metropolitan Transit District-** SBMTD is the provider of public transit services on the South Coast. Formation of the District occurred in 1968 following the majority passage of a ballot measure for such creation. The legislative authority for the formation, and the organization and powers of MTD are vested in the California Public Utilities Code (Sections 95000 through 97100), which is cited as "The Santa Barbara Metropolitan District Act of 1965".
- MPO** **Metropolitan Planning Organization-** Under Federal law, the organization designated by the Governor as responsible for transportation planning and programming activities required under federal law in an urbanized area. It serves as the forum for cooperative decision making by a regional board made up of local elected officials. As the region's designated MPO, SBCAG is responsible for development of the federal long range transportation plan and multi-year funding programs, and the selection and approval of transportation projects using federal funds.

<b>Rolling Headways</b>	The timed length of the bus route prevents buses from arriving at the same time each hour (e.g. a route that has an elapsed time of 70 minutes will result in departures slipping by 10 minutes each hour) Wherever possible, this situation is resolved by interlining the route with another, (one that in this example, would ideally have an elapsed time of 50 minutes), thereby enabling both lines to operate once an hour, on a clockface schedule.
<b>SBCAG</b>	<b>Santa Barbara County Association of Governments-</b> SBCAG is a voluntary council of governments formed under a joint powers agreement executed by each of the general purpose local governments in Santa Barbara County. SBCAG is an independent entity governed by a twelve member board consisting of a city council representative from each of the seven cities in the county and the five members of the county board of supervisors. The city representatives are appointed by their respective city councils. SBCAG is the designated Regional Transportation Planning Agency (state planning mandate), the Metropolitan Planning Organization (federal planning mandate), the local Transportation Authority, and the Congestion Management Agency for Santa Barbara County.
<b>SBMTD</b>	<b>See MTD</b>
<b>SCTP</b>	<b>South Coast Transit Plan</b>
<b>Shuttle Service:</b>	Service with relatively short headways and closely spaced bus stops. Operates between points within high density areas such as a downtown business district or student community adjacent to a college.
<b>STA</b>	<b>State Transit Assistance-</b> The STA fund came into being in 1980 under the Transportation Development Act. The STA fund uses sales tax on gasoline and diesel fuel sold within the State as its revenue base. The STA account established in each County is funded from such sales tax to the extent that it exceeds those taxes dedicated to the Local Transportation Fund (LTF).
<b>STIP</b>	<b>State Transportation Improvement Program-</b> Incorporates regional transportation projects from State wide agencies. Was recently revised by SB 45 to provide more flexibility and control to regional agencies.
<b>STP</b>	<b>Surface Transportation Program-</b> A new program created by ISTEA which provides greater flexibility in how federal highway funds are spent. Many type of alternative transportation projects are eligible under this program.
<b>TCM</b>	<b>Transportation Control Measure-</b> Any strategy to reduce vehicle trips, vehicle use, vehicle miles traveled, vehicle idling, or traffic congestion for the purpose of reducing motor vehicle emissions.



<b>TDA</b>	<b>Transportation Development Act-</b> As contained in Section 99200 of the Utilities Code, the TDA provides two major sources of funding through regional planning and programming agencies: the county Local Transportation Fund (LTF), which is derived from the 1/4 cent of the 6 cent retail sales tax collected statewide; and the State Transit Assistance (STA) funds, which are for transportation planning and mass transportation purposes as specified by the legislature.
<b>TDM</b>	<b>Transportation Demand Management-</b> The implementation of measures which encourage people to change their mode of travel, or not to make a trip at all, e.g., ridesharing, pricing incentives, parking management and telecommuting.
<b>TEA</b>	<b>Transportation Enhancement Activities-</b> ISTEA requires that 10% of STP apportionment's be used to fund TEA projects. TEA projects must be over and above the mitigation normally required for transportation projects, and the project must relate to the transportation system either by function, proximity, or impact.
<b>Trunk Service</b>	Service that generally connects residential areas with central business districts
<b>Unmet Needs</b>	Annual Hearing conducted by SBCAG to determine if there are any unmet transit needs that can be reasonably be met by the local transit providers.



